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COSMETICS · SOAPS · FLAVORS

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CONTENTS · APRIL 1940

A U. S. COSMETICOPEIA IS A NECESSITY
Herman S. Goodman 27

LEVELING THE PRODUCTION CURVE ..... *Ralph H. Auch* 29

REGISTRATION PROTECTION OF TRADE-MARKS
Howard S. Neiman 34

DESIDERATA ..... *Maison G. de Navarre* 36

Emulsifier
Deodorant Toilet Water
Cosmetic Effect
Allergy
Sulfonated Olive Oil
Morpholine Toxicity
Thick and Thin
New Fatty Oil
Slimes in Air Conditioning
Peeling Face Mask

QUESTIONS AND ANSWERS 37

CALIFORNIA COSMETIC ASSOCIATION 38

OLD SPICE LINE GROWING 40

PACKAGING PORTFOLIO 43

ITALIAN CITRUS OILS SITUATION SUMMARIZED
Charles Pisano 47

VARIOUS FLAVORS FOR SOFT DRINKS *H. Stanley Redgrove* 49

PRESERVATIVES FOR SOAP ..... *Joseph Augustin* 53

EDITORIALS 56

NEW PRODUCTS AND PROCESSES 58

CATALOGS AND DEVELOPMENTS 58

AMONG OUR FRIENDS 60

NEWS AND EVENTS 64

TECHNICAL ABSTRACTS ..... 69 *through* 92

WHAT'S HAPPENING MARKETWISE 102

MARKET PRICES 104

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Journal of Pharmacy
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A U. S. COSMETICOPEIA IS A NECESSITY

by HERMAN GOODMAN, B.S., M.D.

THE RECENT enactment of federal, state and local laws regulating drugs, devices and cosmetics emphasizes the need expressed in a former editorial: "The U. S. Cosmeticopeia: Is It Impossible?" which appeared in the pages of THE AMERICAN PERFUMER in December, 1935. Practically all new legislation includes the definition of Drug: (1) *articles recognized in the official United States Pharmacopeia, official Homeopathic Pharmacopeia of the United States, or official National Formulary, or any supplement to any of them. . . .*

Although it may never be so considered by the present enforcement agencies, there remains the possibility that a dusting powder for after bath may be regarded as a drug because it consists in whole or part of an article recognized in the official United States Pharmacopeia, namely, *Talc purificatum!*

A POTENTIAL DANGER

At some future date, a state law may be passed which limits the sale of drugs to pharmacies, let us say. Automatically, all cosmetics which have "drugs" as defined above in their formula will be sold at pharmacies or not at all!

It is idle to speculate on what might have happened if there had been a U. S. Cosmeticopeia when the most recent federal legislation was being framed. The present task is to impress the imperative need for a standard text on ingredients available for cosmetics which would not have the limitations of the Pharmacopeia. Patented articles would be described, drugs and chemicals which have not been tested on the ill either at the clinic, or hospital, or the discussion table but which are suitable for application on the well would be included in the U. S. Cosmeticopeia.

No one person or group can possibly collect and correlate all the information available in and out of the literature of cosmetics and cosmetic manufacture regarding the ingredients therein. No one person or group could have collected and correlated all the information in the U.S.P. It required and requires a Board of Editors with assisting experts. It requires a revision committee. It requires an office and office force. It requires government or quasi government authority.

The U. S. Cosmeticopeia may be framed on the same lines as the U.S.P. A Board of Trustees acting for the industry would prepare incorporation papers, would hold meetings, admit members, elect officers, and proceed with special committees to submit material for the formation of the U. S. Cosmeticopeia. The governmental agencies which have collected materials, such as the Bureau of Agriculture, Federal Trade Commission, Bureau of Standards, and others, would have the same relationship to the Cosmeticopeia as governmental agencies now bear to the Pharmacopeia.

BASIS FOR COSMETICOPEIA

Some texts already extant, as the monumental Winter, the three-volume Poucher, and others may form the basis for the first U. S. Cosmeticopeia. Various committees would supply authoritative information on special problems. We have the material on colors which the certification of color affords. The U. S. Customs Service has other information regarding basic perfume ingredients. But the best source of information remains, the manufacturers of cosmetic ingredients. They need only to make a concerted move toward an official treatise. The organizations now in existence as the Toilet Goods Association and others make an ideal Founders' Group. They need but exercise the privilege to support a movement by pooling knowledge and advancing financial support until the U. S. Cosmeticopeia would be self-supporting in whole or part. Other than ingredient manufacturers of the cosmetic industry need but form interlocking committees. They too have important contributions to make. They have much to gain. The advancement of standardization of cosmetic ingredients independently of medicinal ingredients will reflect not only glory but consummation of the ideal of safe and sane application of products for the safety of the ultimate consumer. From the point of view of selfishness, the possibility of preservation of the industry, a U. S. Cosmeticopeia is a necessity.

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LEVELING THE PRODUCTION CURVE

by RALPH H. AUCH, *A.B., CH.E.*

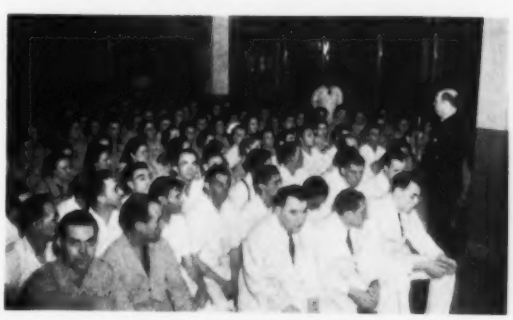
Intelligent long range planning offers basis for solution of problem . . . Aid of all departments must be sought in adjusting work peaks and valleys

HEADLINE news was made recently of the fact that a leading business machine company and a large airplane manufacturer had agreed to exchange employees. This is being done, of course, in the interest of providing full time employment for a group of skilled workers and possibly keeping them always available in the community.

GUARANTEED EMPLOYMENT

The idea is not new for one of the largest soap manufacturers has guaranteed 48 weeks a year to all in its employ two years or longer since about 1923. Likewise, this writer in his humble way, started the practice over two decades ago by loaning desirable employees to two food manufacturers during the dull season for seasonable cosmetic specialties.

It has always been our fortune (good or bad) to be in a seasonal business. When still in our teens, street cleaners, hod carriers and cement workers, who were physically hard and mentally willing and eager, were given rough warehouse work in the winter. Currently, our operations run from a valley of 2.3 per cent to a peak of 16.8 per cent of annual volume per month, instead of on a nice convenient even keel of 8.33 per cent. Nevertheless, regular hourly workers have enjoyed 107 consecutive weeks of 36 hours or better. Service to the sales department is on a 24-hour basis, *i.e.*, every order received today is positively shipped tomorrow. And the end is by no means in sight in an industry where all others still feel that it simply cannot be done.



A group of employees gather to listen to Mr. Auch's remarks

A volume could be written on the modus operandi, therefore this brief discussion can but be suggestive. The first requisite is a firm determination. Surely unemployment benefits provide ample urge. Certainly the appreciation, both expressed and implied by the better quality and quantity of production on the part of the workers effected, is ample gratification. Let the motive be selfish or unselfish, the subject is worthy of intensive and extensive study.

Intelligent long range production planning is the crux of the situation. Data should be accumulated on and graphs prepared of the past sales performance, broken down by items and sizes. The active cooperation of the sales department must be en-

listed. It will be able to furnish the sales estimates and advance information on sales drives and offers. Reasonably accurate figures should always be available for three months ahead.

Another vitally important assistance the sales department can render, is to stock any warehouses, if maintained, when bonafide shipments are light. The natural inclination is to allow warehouse stocks to dwindle when sales are off and order two cases for warehouse replenishment for each case shipped out when business is good. This order must be reversed and may prove a difficult educational undertaking.

The active support of the "watch dog of the exchequer" must also be obtained, then maintained. Their intestinal fortitude may have to be bolstered up with discouraging frequency, for this procedure takes courage and is often contrary to precedent in both departments.

PRODUCTION HOUR AS UNIT

With the past duly charted and the future reasonably accurately predicted, the planning department has the tools with which to work. The unit may well be the production hour. If a production line runs 60 containers a minute on a given size of a given item, packed twelve per case, the potential capacity is 300 cases per hour. This potential figure, however, should not be used. The past 60 or 90-day actual performance figure, whether it be 293 or 269, should be employed.

Each item and each size should be worked up in terms of production hours required for the next calendar month, or the cycle, if operations are on this basis. If more production is allotted to a line than there are production hours available when working regular hours, that production which suffers least in efficiency or capacity should be shifted to another production line. The production hours should be recalculated in terms of the other line if the capacity is different.

The finished goods warehouse and available storage space on the shipping floor should not be thought of in terms of live floor load and storage capacity but as a storehouse of human labor and of dollars tied up. Thus, when business is dull, the planning department will concentrate on those items and sizes that utilize the maximum of labor and require the minimum of cubical space for storage and that tie up the least dollars. It will purposely throw finished stocks out of balance if need be.

To keep the situation always well in hand, a perpetual inventory will be found helpful. Since all requirements are worked out on a productive hour basis, this inventory should be kept not only by numerical count, but in terms of the production hour equivalent. The reservoir then reflects not only the available merchandise, but the number of production hours stored up against any sales and shipments hump.

For example, if twenty-five operators are required to man a fully automatic production line on one product or size, and forty to fifty to operate a semi-automatic or hand line on another, the latter should be run. If a two or three dozen, or half gross case of small size containers occupies but little more space in the shipping department, *i.e.*, the "store house of labor," than a dozen of large size, it should be concentrated on. If the syndicate or dime store size of any or all products is produced, building of such stocks is an invaluable help from both labor and storage space angles.

A further advantage, when a production and sales hump comes, is that the lowest labor consuming and larger sizes can be produced more continuously. Fewer item and size changes are necessary on the production lines. This results in less mechanic's labor required to effect the actual changes and less loss of production time. Of even more consequence, correspondingly fewer final niceties of adjustment of equipment with attendant less efficient operation until everything is again going smoothly on the new item or new size, need be made.

A larger proportion of production flows directly from production lines to railroad cars and trucks instead of having an indefinite stopover on warehouse or shipping floor. Thus, handling labor at the time when it is at a premium is reduced.

The next step is the elimination of the receiving and the shipping department per se. The respective foremen should be retained, as such, but the personnel should be pooled. From this reservoir of labor each foreman can draw. If receipts are heavy and shipments light, the major portion of the man power is utilized in unloading and warehousing raw materials and findings. If shipments are unusually heavy, receiving may be virtually suspended for the day. Only sufficient labor needs to be retained in the receiving department to supply the manufacturing and assembly departments.

INTELLIGENT ROTATION OF EMPLOYEES

The above flexibility need not be confined to the departments mentioned. Industry generally long has had its "flying squad" of employees trained in every department so that they can replace absentees and relieve "bottle necks" as, and when, they arise. This idea can be carried much further by intelligent rotation of both male and female employees.

This cannot be accomplished over night and must be handled tactfully, openly and with the object well defined and fully understood. Otherwise,

I WAS JUST THINKING HOW FORTUNATE WE ARE HAVING EMPLOYMENT DURING THESE TIMES!
IF ALL THE INDUSTRIAL PLANTS WERE OPERATING IT WOULD SOLVE TWO OF MY MAJOR PROBLEMS!
YOU TELLIN' ME!
CLOSED
NATIONAL DEBT

Their problems are the same: employment and security

it will prove a source of unrest engendered by a feeling of insecurity. Even though the different jobs are relatively simple and readily grasped, each person should spend considerable time on each individual operation. This overcomes the tendency on the part of some to assume a "here today, gone tomorrow" attitude, and insures that each operation will be mastered.

FIVE OR SIX-DAY WEEK

This industry is coming more and more to a work week of five eight-hour days. Many, however, still retain the six-day week and there can be no argument that service to the sales department and the trade, as well, is thereby better. Whether working a five or six-day week, a thirty-nine hour week has many advantages.

The eight-hour day well may be shortened to seven and eight-tenths if five days are worked, while seven hours a day and four on Saturday works out nicely if on a six-day basis. In the former case, that extra two-tenths hour is quite convenient to complete a batch, empty a hopper or tank, and complete the production of an order or a shipment. In the latter case, up to one-half hour on any one day can likewise be utilized similarly: more than half an hour encourages grumbling.

Now to tackle the humps then the valleys of the production curve. During a "rush" season everyone indulges in many purposeless motions. The supervisors and clerical staff tend to allow their duties to overlap resulting in much duplication. Soon they are jittery and irritable which is quickly reflected in the hourly workers and their efficiency.

"BUSY" PERIODS

The "rush" period then may well be replaced by a "busy" period. Merely forbidding the use of the term "rush" is not without marked, advantageous psychological effect. More of better production with less confusion and delay, prompter shipments with fewer errors, and all equipment running smoother with less shut down time and maintenance, for example, may be attained, in fact, is the normal expectancy.

Everyone will be found to be bearing down and taking a stride and a half where they ordinarily take a single stride. There will be no occasion for anyone in authority to raise his voice in either anger or impatience, and any existing profane vocabularies will suffer through lack of occasion for use. An air of confidence will pervade the premises, smiles will displace scowls, a spirit of cooperation will be quite apparent, and there will be far less evidence of fatigue even though hours are extended.

We hourly workers appreciate regular work, it sure is Swell
We foremen - although on straight time appreciate it too because we have more time for our families
For executives: what workers think of regular hours

All of the above assumes that all employees, regardless of station, are dealt with as ladies and gentlemen. It further assumes that the work rooms are as neat, orderly and clean as the limitations of the physical plant permit. Likewise, wholesome luncheon facilities or recreation rooms, adequate wash rooms and locker rooms and heating, lighting and ventilating of the best, are taken for granted.

If all regular employees regularly employed under the conditions enumerated above proves inadequate, two obvious courses are open. Either additional persons must be engaged or the working hours must be extended. If the busy season is estimated to be for a protracted period, then the former course is the logical one. If it is likely to be of short duration, then the latter may prove the better.

WHEN SOME OVERTIME MAY BE BEST

If the state restrictions in any given locality on female labor are not too stringent, a combination of a number of added employees and some overtime may work out best. Again, if the labor law is stringent, additional women may advantageously be engaged and the hours for the men extended.

Assume that hours are increased from thirty-nine to forty-four per week for the regular workers, and that time and one-half is paid for the forty-first through the forty-fourth hour although legally it is necessary on only the last two. If efficiency is maintained, and it can and should be, then capacity is increased practically thirteen per cent at an added dollar cost of eighteen per cent or a premium of only five per cent. The hourly workers will welcome these added dollars in their pay envelopes rather than see them go to newcomers.

If there can be no further "give" in productive capacity by extending the hours further and extra help must be employed, the latter should get only regular and not extended hours. Regular employees, if they have previously been rotated, can form the nucleus for an expansion in personnel of fifty per cent or more.

If the activity is expanded beyond the capacity of the physical equipment, shift work may appear necessary and proper supervision becomes a definite problem. Sometimes staggering of employees is helpful. This may be on the basis of hours or days and is workable whether or not the hours of the individuals are extended. Assuming a work week of five eight-hour days, the plant may operate six eight-hour days with approximately one-sixth of the expanded personnel not reporting for work one of each of the six days. If the hours are staggered, a part of the personnel must unfortunately work a split shift.

Added flexibility can readily be secured by staggering the luncheon period. Assume group A work-

ing on production line Y and group B on Z. Additional production is required on Y while Z is relatively dull and the work day is eight hours. B group moves from Z to Y during A's hour lunch period, then lunches upon return of A to work. Thus, nine hours production is secured on Y at the expense of Z which takes only seven hours.

ANTICIPATE SALES HUMP

If it is important to anticipate and be prepared for the sales hump, it is doubly important to be prepared for the slump or valley when it comes. Not infrequently it is the more difficult to weather. The valley can be anticipated well in advance by intelligent planning. The extra help can be dispensed with and the regular employees kept gainfully employed by the suggestions previously advanced.

The "store house of labor" can be drawn upon so that as the end of the hump approaches, it is just about bare. Many, many hours of work can be poured into rebuilding it. However, during the period when stocks are depleted, operations must more nearly, if not actually, parallel sales. Frequent changes of items and sizes produced must be made and efficiency of necessity suffers when production is practically to order. This is part of the price that must be paid to level the production curve and provide regular employment to regular employees.

Many various plans and schemes have been resorted to through the years to keep employees at work. They run the gamut from sorting labels and bottles, and making a charge back to their manufacturers for the reselection, to decorating collapsible tubes. On occasion, the assembly of camels hair quills or applicator rods on closures has been taken over by purchasing them semi-finished. Thorough house cleaning and rearrangement of departments has utilized much male labor.

Weekly discussion periods of one hour have helped to take up slack. Speakers from within, on the operation of their departments and on quality control, and speakers from without the organization on such diverse subjects as safety, the making of containers, and social security, have received an interested, attentive hearing. Plant visitations to cosmetic, soft drink, food specialty, liquor, household specialty, and the packaging industries generally have been made in the interest of furthering employee education.

A diligent search will uncover many opportunities in every plant. Only one caution is advanced. Nothing is quite so demoralizing to any organization as "made" work. Whether it takes the form of sorting labels that do not require it by women, or washing windows that were cleaned the day before yesterday by men, or decreasing a production line speed for both is immaterial, the effect is the same.

In conclusion, the record in the matter of regular employment in this industry, is none too good. Some have done a creditable job indeed, demonstrating that it is well within the realm of possibility even though a few maintain the mistaken "our business is different" attitude.

IMPORTANCE OF REGULAR EMPLOYMENT

Such surveys as have been made to determine the importance employees attach to the different attributes of their employer and employment, might be disconcerting. Security of position and regularity of employment usually show up fourth to sixth, instead of first and second, as might be expected, or at least hoped. It is felt, however, that pride and assertion of independence precludes putting them in their rightful place at the top.

In any event, no substitute for regular employment has been found to date. Only by enjoying it can an hourly worker plan ahead and make commitments for the comforts, and, perchance, a few luxuries for those he holds dear. Forgetting the human side, it simply does not make sense to expect the very last ounce of energy and intelligent application to duty today, if there is a likelihood of no work tomorrow or some day next week.

Sun's Effect on Skin

THE SUN'S rays excite a flow of blood to skin exposed to them, and cause a simultaneous formation of pigment. The intensified blood circulation exerts a beneficial effect on the body as a whole, increasing the reactions of the skin cells and resulting in increased oxidation and improved metabolism.

Pigment and blood are the principal factors responsible for the color of the skin. According to the smaller or larger content of one or both of these, the skin's color will be of pale, reddish, or brown shade. The normal influence of sunlight results in a fresh reddening of the skin. With increased radiation this changes to brown due to increased formation of pigment. Strong sun rays may produce an inflammation followed by strong pigmentation which may be visible for as much as half a year or even longer.

How may this external influence of light on the skin be explained? What we call light represents a number of electromagnetic waves of certain definite wave lengths. Depending on the length of these waves our eyes register this impression of light as a color.

The light of the sun which reaches us gives warmth, light, and causes chemical reactions. Warmth is caused by the infrared and red rays, light by the yellowish-green, and chemical reac-

tions—not exclusively but predominantly—by the blue violet and ultraviolet part of the spectrum.

The heat rays as well as the ultraviolet rays will redden the skin. Reddening caused by ultraviolet rays only becomes noticeable after several hours. This reddening, termed erythema, lasts from eight to fourteen days and is followed by pigmentation. The healthy shade of skin of persons used to outdoor life is due to ultraviolet radiation.

We know that the sunlight is subject to considerable changes in its spectrum during its passage through the atmosphere surrounding the earth. The energy of the long (red) rays is diminished to a lesser extent than the rays of the short wave length (violet, ultraviolet). Experiments by Dorno indicated that only 75 per cent of the total energy sent forth by the sun to the earth reaches the earth at heights of 5,500 feet above sea level and only a bare 50 per cent at sea level. Clouds may reduce these values from 52 to as little as 24 per cent respectively. On an average, the sea level receives only half the ray energy which is received at a height of 5,500 feet. This, of course, explains the brightness and tanning effect of the sunlight in the mountains.

We know from experiments that an excess of sunlight will injure, if not destroy, organic life and for this reason we do not expose ourselves excessively to the direct sunlight unless we apply suitable aids preventing its detrimental effects.

The investigations of Hausser and Vahle showed that the rays causing burns, blisters, etc., begin with a wave length of $\lambda = 312m\mu$ and increase rapidly, reaching a maximum at $\lambda = 296.7m\mu$. The irritating effect decreases then again very rapidly and later more slowly. The danger point is passed at $\lambda = 280m\mu$.

On the Jungfrau in the Swiss Alps, Hauschke experimented upon the influence of the sun on the human skin using several spectral filters. His findings confirmed the investigations of Hausser and Vahle. He also found that rays of $\lambda = 320$ to $400m\mu$ do not produce an erythema but induce immediate tanning. The experiments of Hausser showed that rays of $\lambda = 330$ to $420m\mu$ effect a deep red erythema. After two to three hours the reddening effect reached its maximum, to be followed by tannings.

Further investigations showed that, for instance, at a wave length of $\lambda = 326.1m\mu$ only .3 to .4 per cent of the sunburn will be caused as would be observed at $\lambda = 296.7m\mu$, although the pigmentation at 326.1 was particularly strong. In other words, the most severe sunburn does not cause the strongest pigmentation.

It follows, therefore, that the ideal sunburn preventive should absorb the dangerous rays within the above discussed limits. If we, therefore, apply to the skin a film containing such substances as will absorb all these inflammation-causing rays, we may expose ourselves to the beneficial influence of sun without fear.

Let us imagine that the light of the sun passes through a narrow opening into an otherwise completely darkened room. We introduce into this light band a quartz prism[1] which will break it up into various colored rays including ultraviolet which of course cannot be detected by the human eye, but which can easily be made visible by introducing a screen treated with a layer of uranium

ammonium fluoride. This makes it possible not only to see the otherwise invisible ultraviolet part of the spectrum but also its visible part.

By introducing a plate of quartz between the prism and the screen, the spectrum will not undergo any changes. However, if we apply to the surface of the quartz plate a suitable solution of a sunburn preventive, the detrimental rays will be removed as in a filter while those which cause pigmentation pass through. The screen should not light up beyond the end of the ultraviolet spectrum at $\lambda = 310m\mu$.

We have thus far discussed the spectrum of sunlight. Artificial light also produces a spectrum which is somewhat similar to that of the sun. For instance, the spectrum of a quartz mercury vapor lamp considerably surpasses the sun spectrum in short wave radiation. While the sun spectrum ends[2] at a wave length of $\lambda = 289.6m\mu$ (because of the ozone content of the atmosphere), the spectrum of the quartz lamp reaches far into the ultraviolet to below $\lambda = 180m\mu$.—*Schimmel Briefs, No. 60.*

A Year of Opportunity

TAKEN as a whole 1939 was a good year for business. Several large houses reported new sales records and one of the older houses made an all-time high record. Practically all reported notable increases with sales better than they have been for many years. One reason for this was unquestionably the better distribution of wealth. In fact, some economists contend that at no previous time in the history of the country has there been a greater potential buying power in the hands of the masses. If that be so then there is an unprecedented opportunity to set the wheels in motion for an era of sound prosperity.

At the frontier of any business advance lies the task of increasing consumption; and for that reason every force that can be enlisted to stimulate sales should be set to work intelligently and consistently.

[1] *The material of which the prism is to be made must be quartz, not glass. Only quartz permits passage of the ultraviolet spectrum. Glass absorbs these rays which explains the fact that eye glasses shield the eyes from their effect.*

[2] *The ultraviolet end of the sun spectrum lies at $\lambda = 289.6m\mu$ at 100 feet as well as at 1,000 feet above sea level. The strength of the radiation of the sun increases with the height but not the length of the spectrum. This is a very important fact which seems not sufficiently known.*

REGISTRATION PROTECTION OF TRADE-MARKS

by HOWARD S. NEIMAN

THE ignorance of many manufacturers to the advantages incident to a registration of a trade-mark in the United States Patent Office has resulted in the loss of hundreds of thousands of dollars, all of which could have been readily prevented by the small expenditures incident to such registrations.

How manufacturers are aided by Federal registration of trade-marks . . . Laws are designed to give additional rights to owner . . . Nine advantages

RIGHT TO A TRADE-MARK

While it is true that the right to a trade-mark is a common law right and is not dependent upon registration, the ability to protect that right is very greatly enhanced by the protection afforded by the trade-mark registration laws.

The right to a trade-mark is of itself of little value unless its owner can legally prove that right against infringement, and hence the commercial adoption of a trade-mark should be always accompanied by the acquisition of the rights for its protection afforded by the trademark registration laws.

REASON FOR REGISTRATION

The United States trade-mark registration laws were not formulated and adopted to give one the right to a properly acquired trade-mark, but are intended solely for the purpose of granting additional rights to an owner for its protection over those granted by the common law.

No manufacturer ever adopts a trade-mark without the desire to maintain it for his sole use, and hence it is evident that every careful adopter will immediately take such steps as the law affords him for its protection and sole enjoyment.

ADVANTAGES OF FEDERAL REGISTRATION

Every one is naturally desirous of retaining his money for his own use and enjoyment, and hence he does not leave it in an open safe for the benefit of a passing thief. It is his but he has to take proper steps for its protection.

The following advantages of Federal registration

U. S. Patent Office, Washington, 1897, from an old print

are noted from the many valuable attributes afforded the owners of trade-marks:

1. EVIDENCE OF OWNERSHIP. Federal registration of a trade-mark is prima facie evidence of ownership and use, and it is not necessary for its owner to present proof of these facts in suits of infringement or in opposition proceedings in the Patent Office for the purpose of preventing registrations of confusingly similar trade-marks or in Patent Office proceedings for the cancellation of previously allowed registration of such trade-marks.

2. SEARCH BEFORE REGISTRATION. No well-informed person adopts, or attempts to register, a desired trade-mark without a previous search of the Patent Office trade-mark records, which will disclose all registered marks of a confusingly similar character, thus preventing infringement proceedings if adopted and saving the expense of filing an application which will be rejected upon such prior registrations.

3. PREVENTS IMPORTATION OF SIMILARLY NAMED GOODS. The registration of a trade-mark granted to, and owned by, a citizen of the United States, gives the owner the right to prevent the importation of similar goods at the Custom Houses when carrying the same or a confusingly similar trade-mark.

4. RIGHT TO SUE ANY INFRINGERS. The registration of a trade-mark gives the owner the right to sue infringers in the Federal Courts, irrespective of the citizenship of the parties or the amount involved, whereas the owner of an unregistered trade-mark can sue infringers only if the parties are citizens of different states.

5. TREBLE DAMAGES POSSIBLE. The registration of a trade-mark presents the possibility of the owner obtaining treble damages for infringement, whereas the owner of an unregistered trade-mark is limited to actual damages except in extreme cases.

6. DESTRUCTION OF INFRINGING MATERIAL POSSIBLE. The registration of a trade-mark grants to its owner in a successful suit for infringement the legal right to demand the destruction of all infringing labels, packages and other printed matter carrying the infringing trade-mark.

7. MAY DEMAND INFRINGER'S RECORDS. The registration of a trade-mark grants to its owner in a successful suit for infringement the legal right to demand that the infringer produce all records and other pertinent matters relating to his sales of the infringing trade-mark and throws upon the infringer the burden of proving any offsetting amounts.

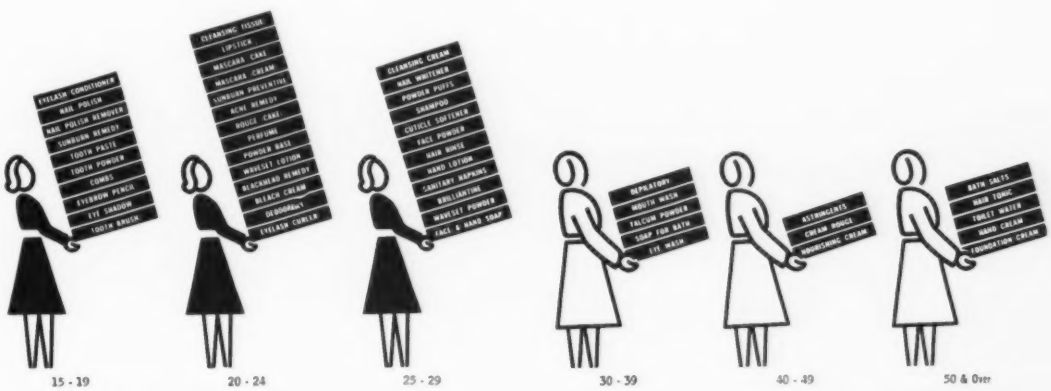
8. INFRINGER NOT PROTECTED BY LACK OF KNOWLEDGE. The registration of a trade-mark grants to its owner the right to employ the words "Reg. U. S. Pat. Off." the use of which enables him to collect all profits and damages from a proved infringer, even if such infringer had no knowledge of the registrant's use of the trade-mark.

9. PRE-REQUISITE TO MANY FOREIGN REGISTRATIONS. The registration of a trade-mark in the United States Patent Office by a citizen thereof is a necessary pre-requisite to registration in many foreign countries, without which such foreign registrations are impossible.

It is evident from the above that every manufacturer, who may spend hundreds and thousands of dollars in commercializing his trade-marks, should protect his rights by adopting the advantages offered him by the United States trade-mark laws.

HOW OLD IS YOUR CUSTOMER?

Women Buyers by Age Groups...Showing Ages at which Sales of various Classifications of Toilet Goods Reach their Peak



Toilet goods purchasing peaks in the under 30 ages for most products. The above analysis tells an old, old story—that young women, living the active, romantic years of life, are the great cosmetic consumers. Glamour, to a young woman, is an active problem . . . being beautiful is a primary daily consideration. .The market of 30 minus women is a plus market for toilet goods. This chart was prepared by ***Modern Magazines*** which obtained the data for the analysis from its Ninth Survey of Beauty.

desiderata

Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations

by MAISON G. DE NAVARRE

Emulsifier—An emulsifier soluble in either water or oil finds use in the manufacture of specialty emulsions such as furniture or floor polish. The substance is non-oxidizable, neutral and does not hydrolyze. It contains no soap, sulfonated or fatty oils. Either *oil-in-water* or *water-in-oil* emulsions are produced.

Deodorant Toilet Water—Successful last summer, deodorant toilet water or cologne will be increasingly more popular this year. The formula requires that deodorant ingredients be added to fine cologne or toilet water, containing at least 75 per cent alcohol. True cologne or lavender are known to be deodorant in themselves, more so than a lot of other aromas. Alcohol soluble antiseptics capable of preventing decomposition of sweat and its residue are dissolved in the aromatic vehicle. Such antiseptic agents may be chosen from the group oxyquinoline and its salts, methenamine, salicylic or benzoic acids, derivatives of p-hydroxybenzoic acid, chlorthymol, thymol, isothyomel, boric acid, substiuted specialty phenols. Some anti-oxidants are known to be effective for this purpose too.

Cosmetic Effect—So often one will hear a cosmetic technician ask for an oil or fat capable of being more readily absorbed by the skin. Why? The cosmetic effect of skin creams is not due to absorption of the cream so much as to the preparations' ability to maintain the *water balance* of the skin. For skin really needs water and needs it badly. One of the main differences between the composition of skin of aged persons as compared to that of young people is in the amount of water present. Keep the water balance and you have a good cosmetic. Forget this business of absorption because oils or fats which are too readily absorbed tend to leave the skin dry.

Allergy—The number of people suffering from one sort of sensitization or another who are exposing themselves to use of hair waving fluids is great. These people don't realize it, but the very hair waving fluid that is being used on their hair may cause scalp swelling or itching even though they are not particularly allergic to karaya gum. The fact that they have hay fever or some other sensitization or allergy makes them all the more predisposed to karaya gum preparations. The same thing applies to the pollens in beeswax if the wax is not very carefully filtered to remove the minute and invisible pollen grains.

Sulfonated Olive Oil—The war in Europe has caused a jump in prices of sulfonated olive oil. Some manufacturers are experimenting with sulfonated tea seed oil as a substitute. You know, tea seed oil is one of the most difficult adulterants (of olive oil) to determine because it is so much like it in chemical composition. Sulfonated tea seed oil is clearer than the corresponding olive oil and does not tend to precipitate as readily. This is important, too.

Morpholine Toxicity—The recent report (abstracted elsewhere in this issue) of Shea on the toxicity of morpholine shows that when 12,000 parts per million are present in the air, the same is barely tolerable by humans. In addition, neutralized morpholine seems to be non-toxic whereas the straight fumes are damaging to the kidneys and lungs. This is mentioned only because a number of people may be experimenting with morpholine as an alkaline ingredient of hair waving solutions.

Thick and Thin—Cosmetic technicians may not realize it, but the order of addition of ingredients affects the viscosity and consistency of the final product. This is particularly true in the case of liquid emulsions. The viscosity often will be higher if the water is added to the oils, than if the oils are added to the water. Then, too, stability is enhanced if the emulsifier is formed within the emulsion during the process of emulsification. Incidentally, don't remove the foam from an emulsion, as the emulsifier is concentrated in it; by removing it, you reduce the concentration of the stabilizer in the final product. Attempt to de-aerate by any means feasible, stirring in the foam within the body of the emulsion.

New Fatty Oil—The availability of a new ester of mixed palmitic and myristic acids presents an original material with diverse uses in the cosmetic industry. The new material is the iso-propyl derivative. It is soluble in alcohol (does that give you any ideas?) and mixes with other fats and oils, animal, vegetable or mineral. It remains clear at low temperatures. It is not greasy to the touch or feel. It does not turn rancid. In fact, the effect given by this prod-

School of Pharmacy
University of

uct is claimed to be superior to that of other oils. It may be used in hair dressings, creams, shaving preparations, lotions and even in hand preparations. It has a *different* effect in the last-named products. Try it and see the results.

Slimes in Air Conditioning — If you are using an air conditioning system in your factory, you can anticipate the growth of slimes (molds) in the washing and the filtering apparatus. Such growth produces musty odors which permeate the room so conditioned. Heat exchange is inefficient. The addition of sodium benzyl phenate solution in amounts of 100 parts per million, to the air washing water in the evening just before closing the equipment, prevents such mold growth.

Peeling Face Mask.—A considerable number of people have asked for information on the composition of face masks sold in solid form, melted prior to use, applied to the face with a brush and allowed to dry. The mask upon drying is removed in one continuous piece. Such masks are based on rubber to which has been added some wax, emulsifier, gum such as tragacanth, zinc or titanium dioxide and made into an emulsion. Usually latex emulsions are the source of rubber. The product in essence is a solid emulsion of rubber, suitably stabilized with gum, and whitened with pigments. Higher temperatures are required to manufacture the product, so care must be exercised in choice of perfume.

Skin Protectives—A hand cream which is described as highly satisfactory, reasonably cheap and readily prepared is made, according to F. A. E. Silcock in the *British Medical Journal*, as follows: stearic acid, 2½ oz.; white beeswax, 1 oz.; white soft paraffin, 2½ oz.; liquid paraffin, 1½ fl. oz. These are melted and emulsified with heated triethanolamine, 4 fl. drms., and boiling water to 24 fl. oz.; with this is incorporated magnesium stearate, 2 oz. This preparation is slightly alkaline which is probably not a drawback in its use since normal perspiration is slightly acid. Triethanolamine, the author points out, is used extensively in the hosiery industry without any trouble to the skin having been observed from its use.

QUESTIONS & ANSWERS

295. Dry Shampoo Powder

Q: Can you give us a formula or tell us anything about the composition of a dry shampoo powder that is rubbed into the hair and then brushed out? The product we want is for oily hair. B. H., Vermont.

A: Dry shampoo powder of the type in which you have shown an interest usually contains large quantities of starch with or without powdered orris root. A standard formula for such a preparation might be 75 per cent corn starch and 25 per cent powdered orris root suitably perfumed. Part or all of the orris root may be replaced by a like amount of sodium bicarbonate or borax.

296. Shampoo Thickening

Q: We are in need of some substance to thicken a liquid soap solution which we sell as shampoo? There are shampoo liquids on the market that are very thick and heavy but try as we might we can not make our product thick or heavy. L. B., New Hampshire.

A: Your problem is a common one. The best line of experiment is to select the proper fats in compounding your shampoo. For instance, olive, soybean and linseed oils produce thick shampoos, whereas coconut oil gives a thin preparation. The concentration of anhydrous soap in your finished shampoo will also affect the viscosity. Potassium chloride and terpineol likewise have been used for this purpose. Some believe that the use of small quantities of soda with potash lye increases the viscosity.

297. Brilliantine Formula

Q: Where can I buy bentonite and what preservative should be used in making the face pack described in the Q & A Department under Question No. 267? How much preservative should I use? Please give formulas for standard brilliantines. A. G., Mexico.

A: The source of supply for bentonite is sent to you under separate cover as are the names of suppliers of preservatives suitable for use in this face pack. Butyl para-hydroxy benzoate 1:5000 or methyl para-hydroxy benzoate 1:750 may be used as preservative. A standard brilliantine may be made from light viscosity mineral oil with low pour point and may be obtained from any of the several suppliers of mineral oil and petrolatum who advertise in *The American Perfumer*. Part of the mineral oil may be replaced by a corresponding amount of highly refined vegetable oil such as peanut oil. Such a mixture must be suitably preserved with antioxidant to prevent rancidity.

298. Liquid Cream

Q: I am giving below a formula we use in manufacture of liquid cream. What is wrong with this formula or with method of manufacture? What is the best equipment for this kind of cream? Why do we get a very uneven product? N. E., Argentina.

A: Not only your formula but your method of manufacture is incorrect. We suggest that the water containing triethanolamine should be added slowly to the fats with rapid agitation at a temperature of 70 deg. C.; both portions of the mixture being kept at this temperature. Increase the stearic acid to 5 per cent; use mineral oil in place of lard; otherwise keeping your formula the same; the preservative should be increased to 40 grams in your present formula. Part of your graininess is due to a precipitation of triethanolamine stearate which may be corrected by using an excess of stearic acid.

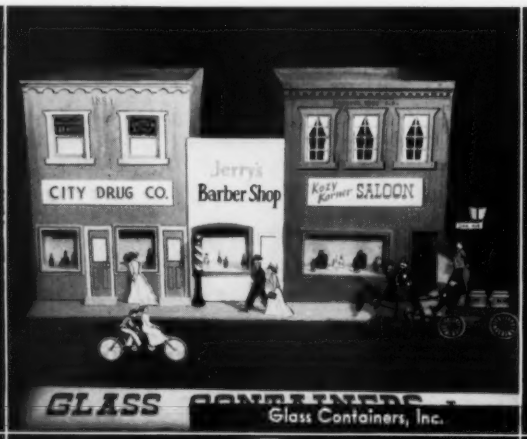
E. H. Southwell
Chairman of Associate Members

Lois W. Armstrong
Executive Secretary

S. M. Reber
President of the Association

CALIFORNIA COSME

Felton Chemical Co., Inc.



Glass Containers, Inc.

Owens-Illinois Glass Co.

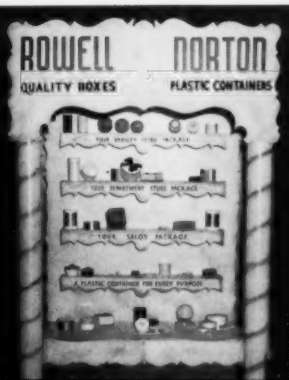
Scavill Manufacturing Co.

R. G. F. Byington

Mefford Chemical Co.

The excellent attendance at the Wilshire Bowl, Los Angeles, March 26, gave eloquent testimony of the enterprise of the associate members of the California Cosmetic Association. The cup for the first prize was awarded for the second consecutive year to Florasynth Laboratories, Inc. The exhibitors included: E. N. Rowell Co. Inc., Norton Laboratories & Mfg. Co. Inc., Owens-Illinois Glass Co., Felton Chemical Co., Fritzsche Brothers Inc., Glass Containers Inc., Western Label Co., R. G. F. Byington, Container Service Co., Pacific Label Co., Mefford Chemical Co. Florasynth Laboratories, Inc., and Allied Advertising Artists.

METIC ASSOCIATION



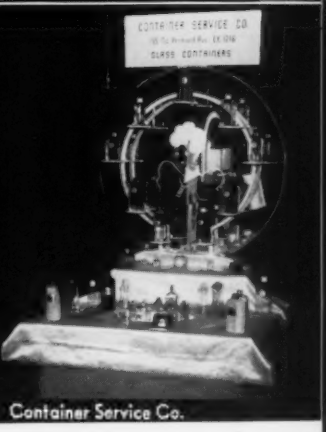
E. N. Rowell Co., Inc. and Norton Laboratories & Manufacturing Co., Inc.

Florasynth Laboratories, Inc.

Fritzsche Brothers, Inc.

Western Label Co.

Pacific Label Co.



Container Service Co.

OLD SPICE LINE GROWING

W. L. Schultz + an idea + $10,000 = $3,100,000 of business yearly . . . New facts regarding the successful Early American line

YANKEE ingenuity and Yankee traditions have given to America probably the greatest success story in the cosmetic industry during the twentieth century. When women cluster around department store counters, when they converse across bridge tables, the query frequently is "Have you tried Old Spice? It smells as if it came out of Grandmother's spice cabinet."

Yankee ingenuity? Oh yes, for he had only sketches and ideas to tell the story about the line when he garnered $50,000 worth of orders from 28 department stores in 1937.

He is William Lightfoot Schultz, president and owner of Shulton, Inc., the New York toiletries firm which launched Early American Old Spice, the products which captured the fancy of the nation's consumers. Whether this is a short-lived fancy, only time will tell but the gross sales figures for 1939 were $3,100,000, a sizeable amount in any phase of the cosmetic industry.

BEGINNINGS OF OLD SPICE

The introduction of the Early American Old Spice line is told in the April issue of *Fortune Magazine*, and the beginnings go back to June 1937 when Mr. Schultz took the first dummies to an assistant buyer of tolietries at Marshall Field's in Chicago. In the packaging, aside from the novel Yankee emphasis, he stressed the point that *Shulton, Inc.* was to appear only on the labels on the bottom of the package so that the personal ownership feeling would be increased. Also the fragrance for the line was important. After much experimentation, The Shulton company found the answer in a perfume which first had been made 15 years earlier. Although there was nothing remarkable about the odor, it did complete the picture for the line, a picture which had been started by the name "Early American Old Spice" and continued by the package design.

But Marshall Field's was not overly excited about the new products, and *Fortune* explains why few items in toiletries receive an enthusiastic reception:

The number of new products offered probably averages ten a week: and this means *new* products, not just another wrinkle cream from an established house. A toiletries buyer may sniff at a hundred new and specially scented bars of soap in a year. A well-stocked store may carry between eight and fifteen thousand items in its toiletries department; obviously, there is a special value to counter space in such a store, particularly the end counters that catch the eyes of customers going to other departments. If a new line doesn't meet its quota, out it goes. Since this factor of counter values operates against the easy introduction of new lines, an attractive package and a catchy name are not always enough to get a showing. A good reputation in the industry can be as important as a good product.

Other factors helped Mr. Schultz, as *Fortune* points out:

That intangible asset, prestige, now exerted a steady influence in favor of Old Spice. Mr. Schultz was an old and respected hand at this game. He knew Field's and the trade, and the trade knew him; for he had started making these rounds years ago when the druggists, not yet hard pressed by the stores' toiletries departments, were still the principal outlet for toilet soap. Those were the days when he used to put his samples under a counter, help out with the Saturday-night rush, and do his business after closing hours. He had been a soap manufacturer since 1910, had built up his first company, Lightfoot, Schultz, and supplied the leading department stores with private-label soaps when they began to expand their toiletries business. He later sold control of the business to the American Safety Razor Corp., for which he had been making shaving sticks. He remained as president until 1933, when he resigned and started his new company. He had only $10,000 and his need for conserving his capital was such that he had to tell his landlord that no rent would be forthcoming for three months.

ANTIQUES OFFERED INSPIRATION

While putting out his private-label goods and novelties to keep things going, he was always searching for a line with which he could go to the public—a line that would stand the buyers on their fragrant heads and give him the chance to capitalize on his skill. Shulton had already made tentative excursions into the antique realm in the search for an idea. Mr. Schultz had talked with Theodore Jensen, buyer for Wanamaker's in Philadelphia, about a specialty that would carry scenes of the old city as a decorative pattern. His art director, Mrs. Enid Edson, a Yankee girl from Lynn, Mass., made a similar excursion. She laid

on his desk a powder box with a fringe of cotton balls hanging from its cover, a derivation from a Yankee box she had once seen. Nothing came of this departure. One day, quite suddenly, the two searchers turned all the way back to tallow-candle days. Mr. Schultz had decided that there was a market for a men's package with two big bars of soap in it, to be sold for $1. Two days later Mrs. Edson put on his desk a paper box with an old-fashioned curlicue on the cover. Under it the name "Old Spice" appeared. Mr. Schultz liked the package and the name. He hopped to it and presently a good many men were buying Old Spice soap and lots of women were buying it for their husbands. The scent, however, was a faint floral bouquet in which no one flower dominated. It did not have the spicy nature of the present fragrance.

Into this psychological stream there came a new and most important element, also pressing backward into American time. Harry Schwimer, an assistant buyer of toiletries at Bullock's in Los Angeles, had been influenced by the colonial school of thought. He knew something of the restoration of Williamsburg. The house-furnishings division at Bullock's had done well with reproductions of colonial furniture. Mr. Schwimer told D. J. Whelan, his superior and a notable merchandiser, that there might be a good market for a colonial design in the toiletries department. Their idea was to develop some exclusive items for Bullock's along early American lines.

The store chose the Shulton company (then incorporated) to make the line, and Mr. Schwimer went to New York in the spring of 1937. He first visited the Metropolitan Museum and there saw the charm boxes, brides' boxes, butter tubs, and such things in the American wing. He spoke to the Shulton people about these antiquities with much enthusiasm. Mrs. Edson made a study of them and showed him and Mr. Schultz several sketches. They sent Mr. Schwimer back to Los Angeles with the assurance that they would work the proper vein and would soon offer him something good. Bullock's idea had to be abandoned because it would have been too expensive for a single store to handle, and Shulton went ahead with a plan for its own national line.

A fan is included with each can of talcum

Grandmother's spice cabinet inspired these

Mrs. Edson found the definite clue to the Old Spice design in the famous Caswell carpet, now at the Metropolitan Museum, which was embroidered on wool a hundred years ago by a young woman in Castleton, Vermont. It contained eighty designs, placed in small squares.

OBTAINING $50,000 IN ORDERS

Mrs. Edson made some changes in the designs for her purposes, showed the dummy packages to Mr. Schultz who made the technical sketches indicating the number of bars of soap for the packages, the size of the perfume bottles and the quantity of dusting powder to be used. Their plans excited Leland Wesley of Wesley Associates, an advertising agency which had done some work for the company. And it was then that Mr. Schultz made the trip to Chicago to visit Field's.

As fast as the airlines could carry those sketches and the little bottle of scent from city to city, the

Fortune Magazine estimates Shulton profits

PROFIT AND LOSS—EARLY AMERICAN*

(As Mr. Schultz might have reported, for 1939 in the modern American corporate style, to widely scattered shareholders, if, indeed, he had had any. Shulton, Inc., however, is closely held. So these are FORTUNE *estimates.)*

Approximately 5,600 department stores, specialty shops, apothecaries, etc., paid us, for Old Spice toiletries, the sum of	$3,100,000.00
Some of our old and faithful customers bought our usual line of special toiletries and paid us another	200,000.00
Total monies taken in	$3,300,000.00
We paid out $329,000 to our loyal Hoboken box and packaging factory workers, and the sum of $1,361,000 for Old Spice ingredients supplied by our various manufacturing chemists and for package materials, a total for all manufacturing costs of	$1,690,000.00
For advertising we spent $211,000 in newspapers and in such trade magazines as *Harper's Bazaar, Vogue, Toilet Requisites*, etc., $46,000 for our share of cooperative department-store newspaper advertising, $71,000 for literature, displays, etc., the considerable sum of $66,000 for personable young women who are called demonstrators by department stores—a grand total of	394,000.00
Direct sales expense, from twenty to thirty regular salesmen and their expenses of traveling and entertaining buyers, amounted to	250,000.00
Other overhead expenses (officers' salaries, office rent, legal fees, designers, freight, accountants, depreciation, etc.) were	480,000.00
Total monies paid out	$2,814,000.00
Monies taken in, less monies paid out, equals our profit before income taxes	$ 486,000.00

*Toiletries manufacturers hate to tell about costs, hate to talk about profits. Mr. Schultz is no exception. These estimates, based on a known gross, can be accepted plus or minus 10 per cent. And although all of the Old Spice items do not work out the same way, here's a more than fair estimated breakdown of the four-ounce bottle of toilet water that retails for $1.

Ingredients—water, perfume, and alcohol	$0.17
The bottle, etc.	.13
Advertising, selling, and overhead expenses	.21
Total cost to Mr. Schultz	$0.51

He sells this to the store for about sixty cents, making nine cents net. He makes less on soap, more on powder and perfumes. But Mr. Schultz is in a business that furnishes either silk or sackcloth to its proprietors. Without sufficient volume the third item above could eat up not only profits but reserves. You cannot buy Shulton, Inc. securities, but there are probably a thousand unknown toiletries firms that will sell you a half interest for $2,500. It's that kind of business.

scene at Field's was repeated with varying degrees of enthusiasm and success. H. & S. Pogue in Cincinnati gave an order. L. S. Ayres in Indianapolis and the White House and Emporium in San Francisco also ordered. So did Dan Whelan of Bullock's, whose store received an exclusive agency because of the part it played in the preparation of the line. Wanamaker's of Philadelphia ordered a thousand dollars' worth. Mr. Jensen, who had also looked on from time to time as the pattern developed, was far from mild in his enthusiasm. All he said when he saw those six sketches was: "By God! You've got it sure!" Lord & Taylor's store in New York City joined the charter members. The buyers there thought the line was a little too quaint but they figured it might make a hit as a Christmas gift. When Mr. Schultz came back to his desk he had $50,000 in orders from 28 department stores.

HOW MANUFACTURERS AIDED

Shulton, Inc., which had not been getting wealthy with its private-label lines, now faced a rich future —on paper. Once again that future was peculiarly bound up with the past, which offered Mr. Schultz three main sources of support: his emphatic confidence in Old Spice, courage to risk much on his judgment, and credit resources.

The first man he sent for was Leland Wesley. He showed Mr. Wesley the $50,000 worth of orders and told him that these would bring a gross profit of $25,000. They had planned an expenditure of $30,000 on advertising, to include five pages in *Vogue* and a page in *Harper's Bazaar*, if orders were big enough. One advertisement, which had been sketched and used as a lever on the buyers, was run at once.

Mr. Schultz then took his orders downtown to the manufacturers of soap, perfume, talc, puffs, bottles, paper, and to the printer. He told them what he needed to fill his orders and said that the credit must be longer than the usual 30 days. It might go to 60, even 90. The soapmaker had been milling soap for Mr. Schultz ever since he left Lightfoot, Schultz Co. They remembered a mild success he had had with a line of soap bars stamped out in the shape of the Three Little Pigs, and a later one based on the Alice in Wonderland story. The new line, of course, meant an important investment of materials and labor, all based on one man's judgment.

The power of Mr. Schultz's past once more functioned vigorously. The soapmaker was willing to go along. So were the other supply houses, even if it meant going to their sources of material to repeat the 90-day story. The answer was always the same: go ahead. As a result, the Shulton assembly plant, a loft where girls assembled the goods, presently began to receive a volume of merchandise that increased rapidly as the manufacturers speeded up production.

Mrs. Edson's designs, of course, had developed far beyond the first six sketches. She had made the first boxes. She had searched the antique shops and had come out of one with the Stiegel-type bottle from which her design for the toilet-water and perfume containers grew. She had painted a town crier on one bottle and put Miss Early American on the other. She made up a vanity box with a mirror that held the first Old Spice assemblage—dusting powder, toilet soap, bath soap, and bath salts. She also made up the original oval box for dusting powder to sell for $1.50. "Days of the minuet and curtsey," ran the lyric of the copywriter's blurb, "days when lovely, hoop-skirted ladies bewitched gallant gentlemen with a rare, intriguing fragrance, compounded of rose petals and spices." Yet it was hard to wrench the line away from the French dominance. Odor is spelled "odeur" in the first advertisements.

The fate of the Early American line at the Christmas counters, though not conclusive, seemed to uphold the enthusiasts. Most of the 28 original accounts sold out at once. Philadelphia cleaned out the Wanamaker counters. The White House and the Emporium in San Francisco sold their original orders long before the holiday trade ended. Field's had the interesting experience of seeing Chicagoans walk off with all the Old Spice line the store was able to get. The buyers at Lord & Taylor's found that Old Spice was after all, not too quaint. They sold out the counterful three times the first day.

FIRST FOUR MONTHS' GROSS $77,000

Old Spice was sold only in the last four months of 1937. Its gross was $77,000, and the private-label goods had brought in $249,000. The Old Spice line, in the beginning, consisted of soap, toilet water, perfume, bath salts, dusting powder, and one combination package, the vanity box, which sold for $3.50. Most of the other items sold at $1. Toilet water was the best seller and has remained at the head of the list ever since.

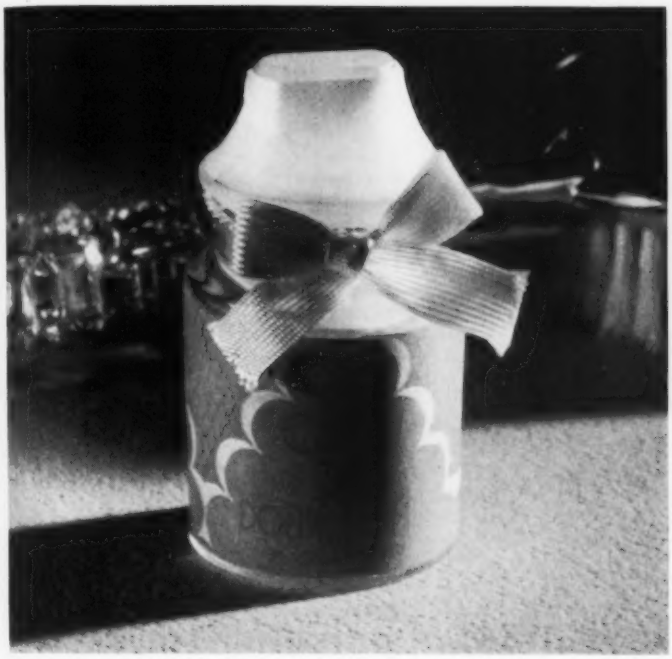
In the spring of 1938 the expansion began, chiefly with the addition of a men's line. The most striking item of this line was shaving soap in a mug, marked with a reproduction of the trading ship *Grand Turk*. This caught on quickly, chiefly as a gift. The total business for 1938 was $982,000, with $770,000 credited to Old Spice.

MEN'S LINE TOPS WOMEN'S ITEMS

The gross sales for Old Spice in 1939 were $3,100,000. The men's line, last to be introduced, outdistanced most of Early American's predominantly feminine items by selling $700,000 worth, 22 per cent of the gross. Best seller of all was toilet water, 26 per cent of the total, or $800,000. Dusting- and talcum-powder sales came to $617,000, sachet, bath salts, and perfume combined to about $450,000. Early American products in sets, which almost always contain one of each principal item, grossed about $350,000, of which $300,000 was accounted for by the two best-selling $1 sets.

Thus, from a lucky strike, Shulton has become an established leader among the toiletries houses. It has far outgrown its loft in Manhattan and now does its business in a main office and factory at Hoboken. The plant there *(Continued on p. 106)*

Packaging PORTFOLIO

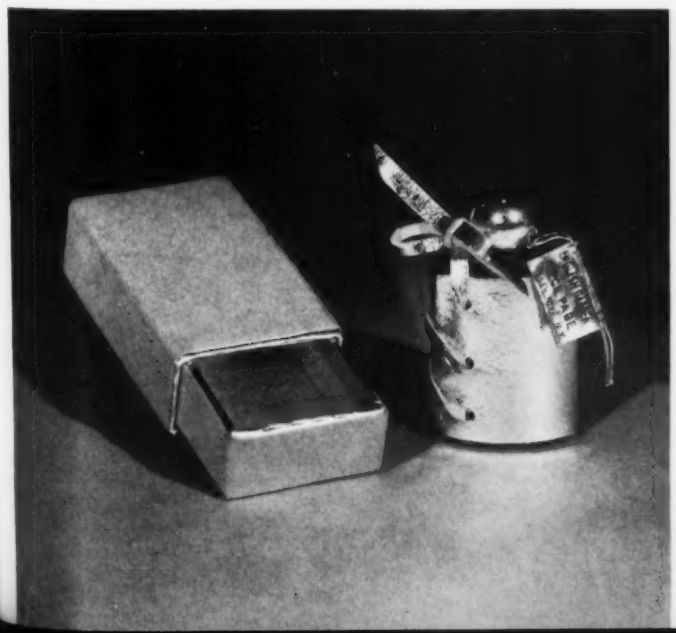


PARFUMS CIRO: Green and lavender predominate in the new packaging for Sachet, with a bright yellow ribbon as accent. Two more scents have been added to the first one introduced.

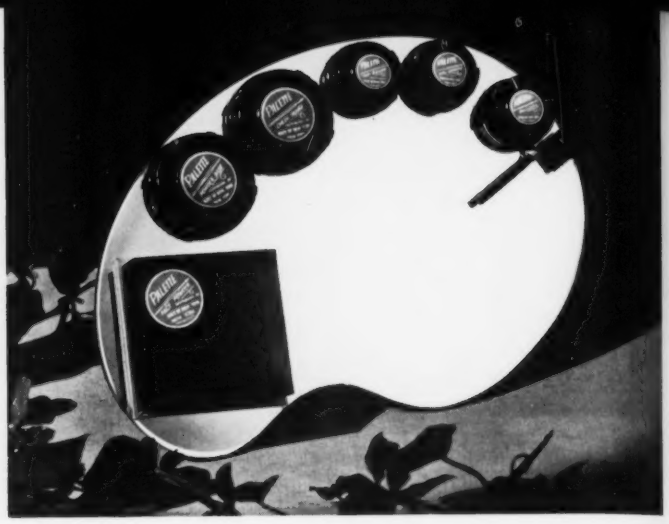
CECIL PAGE: A mauve suede-like matchbox which is lined in gilt holds a flacon of perfume, the bottle being laced in a gold leather jacket. It may be obtained in one of three fragrances.

SUZY: The famous Paris milliner launches Scarlet de Suzy. A crystal hat tops the bottle which stands before a miniature mirror, resting on a scarlet satin base. Available at Jay-Thorpe.

HENRIETTE, INC.: Gold or silverplate Jensen-type designs in bas-relief decorate this firm's Spring compacts which are to be obtained in a variety of pastel colors or in white enamel.



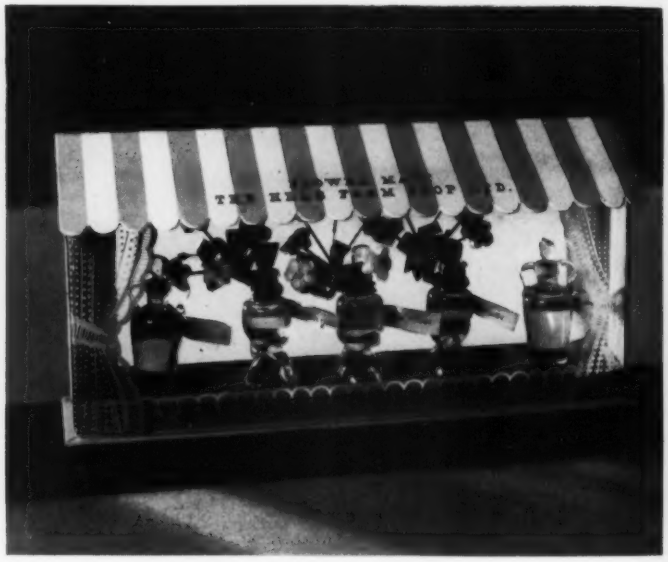
D'ORSAY: Celebrating an anniversary, Belle de Jour Bouquet is presented in a halo bottle. Delicate figures and foliage form an intaglio design for the stopper's unusual transparent arc.



KREE OF NEW YORK: A beveled mirror which serves as a tray or an easel holds six make-up items. Palette is available for three types of coloring, blonds, medium or dark brunets.

MARIA DANICA: Two cakes of soap, a sponge and one jar of cream, said to be based on an old Danish formula, comprise this black and gold treatment package. At Jay-Thorpe.

BARBARA BATES: Miranda, a new manicure kit with the jewel-appeal polish, contains six preparations and accessories. Available in brown or maroon, it is lined in champagne moire.



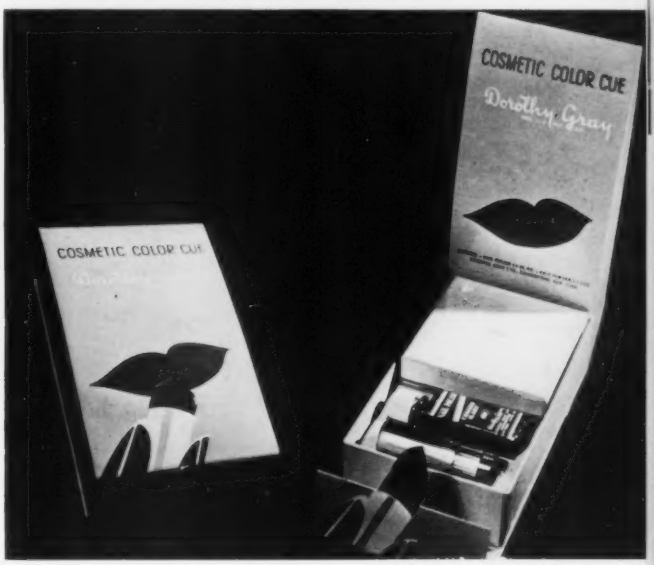
HERB FARM SHOP: Five tiny hand-blown bottles, containing English garden scents, entwined with pink and blue forget-me-nots, are set in a miniature flower mart with striped awning.

ALFRED D. McKELVY CO.: Seaforth, a line for men, includes shaving mug, shaving lotion, talc, cologne, deodorant and soap. A Scotch motif is used for the sturdy packages.

BOTANY MILLS: Lanolin beauty aids, a cleansing cream, soap and a protective cream, are new products of a woolen mill. A rose top identifies one cream; lavender, the other.

HUFA COSMETIC CO.: Mirror Lip, the lipstick and mirror combination, is presented in a flat oblong black case with a mirror on one side. The lipstick is available in five shades.

KATHLEEN MARY QUINLAN: Dusting powder now is included in the Dianthus fragrance of this firm, cologne and bath soap being launched a few months ago. Packaging is similar.



DOROTHY GRAY: Cosmetic Color Cue contains lipstick, nail polish and face powder, the lipstick shade being the *cue* for selection of make-up. A soft blue is used for the package.

MARY CHESS: Complete bath sets are offered now in Carnation scent. Items in this fragrance include toilet water, Roman bath oil, friction lotion, dusting powder, soap, bath sachet.

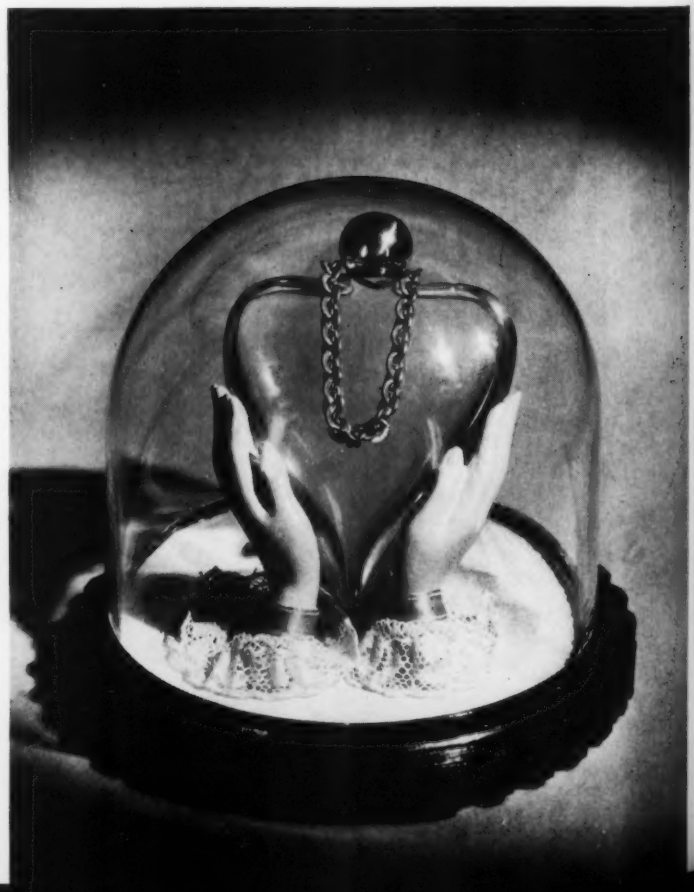
HELENA RUBINSTEIN: Orchid eau de toilette, whose fragrance is the same as that for the perfume launched last season, appears in a dimpled crystal bottle topped with a gold knob.

ELMO SALES CORP.: All Weather Lotion, said to be equally beneficial in combatting wind roughened or parched skin, is introduced in a modernistic bottle topped with a white knob.

GUERLAIN: Established favorites of this French firm, Heure Bleue and Mitsouko, appear in a new size, one and one-quarter ounces. The crystal bottle and box design remain the same.

MARY DUNHILL: White Hyacinth is the new cologne from this firm, which comes in two sizes. A pale yellow label is used with white and green as color accents. It is capped in white.

BABS CREATIONS, INC.: Two hands with lace cuffs, resting on a satin base, hold a locket-like bottle of Forever Yours perfume. For protection, a glass dome covers the presentation.



Flavors

INDUSTRY SECTION

A section designed to chronicle the activities and to epitomize the spirit of energy, the new viewpoint and the desire of the flavor products industry to be in the forefront as ways improve and methods change

Hand pressed extraction of lemon oil by workers in Italy

ITALIAN CITRUS OILS SITUATION SUMMARIZED

Prevailing prices of orange, lemon and mandarin likely to continue . . . Bergamot oil to command premium

by CHARLES PISANO, President
Citrus and Allied Essential Oils, Inc.

MARKET prices for 1939 were normal with the exception of March and April when prices declined considerably due to the hail storms and frost which came at the beginning of March, which resulted in the increasing amount of culls for the production of by-products, such as lemon oil and citric acid. However, when the surplus amount of oil was absorbed due to low prices, the market steadied itself and prices were normal for the rest of the year.

During the first two months of January, February, 1940, the market behaved as follows:

BITTER ORANGE OIL: The stocks of peels in brine of last year for this fruit were all sold and this year's production was below normal. The market prices for its products were withheld from the market for a time. However, prices are now being quoted on bitter orange oil from 42 to 46 lire per Sic. pound which is much higher than last year's quotations.

BERGAMOT OIL: The production of bergamot oil this year is between 50 and 60 per cent below that of last year due to the intense heat during the month of August which caused many fruit to fall from the trees. At the beginning of January, 1940,

Terraced lemon and orange orchards on hillside in Palermo, Sicily; on the promontory is an ancient castle of Norman times

the Consorzio increased the basic prices from 130 lire per kilo to 145 lire per kilo and further increases, with the possibility of not being able to obtain sufficient oil for any increase in normal requirements are anticipated.

SWEET ORANGE OIL: The production of this oil is also below normal and limited stocks which are at present in producers' hands have been much sought. During January 1938 the price of this oil was 32 lire per Sic. pound and in January 1939 at 30 lire per Sic. pound. In the last days of February 1940 the price has increased from 52 to 54 lire per Sic. pound with a tendency to go higher.

MANDARIN OIL: The price of mandarin oil is firm. Stocks of last year's crop were completely sold out and as the crop was also below normal this year, prices have been increased. During 1939 the market on this oil remained around 39 to 42 lire per Sic. pound and in February 1940 mandarin of good quality (which is very difficult to obtain) was sold between 54 and 56 lire per Sic. pound.

LEMON OIL: The market on this oil for the last two months has fluctuated and small variations have occurred due to speculation. We may also add, that this year's crop is 30 per cent below normal. From the first of December, 1939, to February 15, 1940, the production of this oil has been 25 per cent below that of last year. We must consider also that the lemon culls have increased in price and they are now being quoted between 69 and 74 lire per 110 kilo weight whereas normally the price should not be more than 49 to 54 lire per 110 kilo weight. This increase in prices for the culls is partly due to the increased consumption of this type of fruit in the Italian market as well as in some of the Balkan countries. At the beginning of this year a certain amount of inactivity existed in the export of this fruit. However, since the middle of February this movement has increased and we believe that it will continue. In view of the smaller crop, an overabundance of this fruit is not available. In these last days the hand pressed oil has been quoted between 35 to 36 lire per Sic. pound and the machine pressed oil between 32 to 33 lire per Sic. pound. However, if an increase in price takes place for the fruit, as well as the salaries of the workers, which undoubtedly will take place because of the high cost of living, then we can look forward to much higher prices. As a matter of fact, on March 9 the Central Committee of Corporations in Messina met and discussed this matter and we are of the opinion that adjustments will be made.

FUTURE PRICE TREND: Since March 1 increases in prices on all the oils enumerated have occurred and it is the writer's opinion that the prices prevailing today on oil lemon, orange and mandarin, will be maintained during 1940. Oil bergamot will command a premium price because of its scarcity. However, we are assured by the Consorzio Provinciale Agrumicoltura Sezione Bergamotto, which we represent as agents in the United States, that prices on bergamot oil will be kept as low as possible and that a fair distribution will be made to the consumers.

SICILIAN CITRUS OILS: MARKET PRICES IN BULK FOR YEAR 1939

Prices below are in Italian Lire per Sicilian pound which is equivalent to 317.6 grammes. The prices are producers' prices and should not be confused with the prices of the exporters in Italy upon which other incidental expenses are added including the export tax which varies with each oil.

MONTH	LEMON HAND PRESSED			LEMON MACHINE PRESSED			BERGAMOT			ORANGE SWEET			ORANGE BITTER			MANDARIN		
	Low	High	Average	Low	High	Average	Low	High	Average	Low	High	Average	Low	High	Average	Low	High	Average
January	32	34	33.50	29	30.50	30.05	41.30	41.30	41.30	28	31	29.90	22	24	23.20	36	37	36.70
February	29	33	31.50	26	30	28.80	41.30	41.30	41.30	27	30	28.40	21	24	22.15	35	39	36.45
March	21.50	27	24.30	19	25	22.40	41.30	41.30	41.30	24	28	26.65	19	23	21	34	37	35.85
April	21	31	25.25	18	29	21.50	41.30	41.30	41.30	24	29	26,90	21	24	22.60	34	39	36.10
May	27.50	33	29.80	23	30	27.05	41.30	41.30	41.30	28	32	30.30	23	31	27.05	34	39	36.40
June	29	39	33.95	28	37	32.15	41.30	41.30	41.30	30.50	35	32.45	29	33	31.15	35	39	36.90
July	36	40	37.55	34	37	35.60	41.30	41.30	41.30	33.50	36	34.45	32	34	33.20	36	44	38.50
August	33	36	34.60	32	35	33.30	41.30	41.30	41.30	33	36	34.25	32	35	33.35	36	44	38.25
September	36	36	36	34	36	34.60	41.30	41.30	41.30	35	36	35.75	33	36	34.25	35	39	37
October	34	37	35.05	32	36	33.85	41.30	41.30	41.30	34	41	38.10	36	39	37.50	36	42	39.40
November	34	37.50	35.65	32	35	33.85	41.30	41.30	41.30	38	47	40.70	36	39	37.50	40	54	46.65
December	32.50	37	35.25	29.50	34	31.80	41.30	41.30	41.30	45	49	46.20	44	44	44	49	54	51.55

VARIOUS FLAVORS FOR SOFT DRINKS

Suggestions for utilization of fruit and spicy essences . . . Author compares British and American tastes

by H. STANLEY REDGROVE
B. Sc., F.I.C., F.R.H.S.

THE soft drink industry is certainly by no means as well developed in Great Britain as it is in the United States of America, and it must be with feelings of trepidation that a British chemist dares to write on the subject of soft drink flavors for American readers.

However, two considerations give courage in the undertaking. First, it may be of interest to American readers to learn something of the position in Great Britain, and, second, Americans are more daring in experiment than are Britishers. The British palate is notoriously conservative, and suggestions as to innovations in soft drinks are apt to fall on deaf ears if addressed to British manufacturers, since they know what immense propaganda would be necessary before such innovations would show a return, if ever.

In Great Britain, soft drinks are known collectively under the rather absurd name of "mineral waters," and there is a general movement on the part of British mineral water manufacturers towards standardization and the reduction of existing lines. The tendency towards reduction is likely to be forwarded by the war.

GINGER BEER VERY POPULAR

Ginger beer is immensely popular in Great Britain, and is a type of beverage to which American manufacturers might devote more attention. The drink is favored as a summer beverage alone, or as a diluent for gin. The best ginger beer is brewed from ginger but a second quality may be made from a suitable ginger essence. This must be colorless and pungent, and produce a cloudy beverage. Pungency, of course, cannot be obtained with ginger oil, which gives the ginger flavor but lacks the non-volatile pungent principle of ginger, the chief constituents of which appear to be condensation products of 4-hydroxy-3-methoxy-phenyl-ethyl methyl ketone with fatty aldehydes. The pungent principle can be obtained from ginger, in the form of "gingerol," by suitable extraction methods. A requisite degree of tartness in the drink is obtained by means of citric or tartaric acid.

Ginger ale is considerably less popular, and is relatively rarely encountered as a diluent for whiskey. English palates mostly prefer soda water or plain water.

Author *Spices and Condiments*

Citrus drinks are popular with both Britons and Americans

GRAPEFRUIT DRINKS

Lemonade enjoys considerable popularity but in recent years has been seriously challenged by grapefruit drinks. To the writer's surprise when he visited New England a couple or so years ago, beverages based on grapefruit seemed to be much less in evidence in New York than they are in London. In Great Britain, grapefruit beverages are favored both as non-intoxicating drinks and as diluents for gin.

In the early days, fabricated "grapefruit" oils were employed in making these drinks but these have mostly given way to the natural oil and natural juice concentrates imported mainly from California.

Orange has also made marked headway as a soft drink flavor in Great Britain in recent years, and orange flavored beverages are mostly "natural," in so far as they are flavored with orange oil, though public taste inclines towards a very highly colored product obtainable only by the addition of artificial coloring matter.

ARTIFICIAL FRUIT FLAVORS

Big efforts have been made to popularize beverages made from suitably concentrated juices of British-grown fruits. They have met with some measure of success, one popular form being the milk-shake; but ginger and citrus fruit flavors still command the greatest following.

In recent years, big improvements have been made by British and Dutch manufacturers in the

production of artificial fruit flavors. Pineapple and pear may be singled out for special mention and it seems probable that certain synthetics are used in their fabrication of which mention is not to be found in the textbooks. These new artificial flavors appear in Great Britain to find their main employment in the manufacture of ices and what in America would be called "candies." Soft drinks having such flavors as pear and pineapple are quite rare in Great Britain. Pear is a flavor which might be more fully exploited in America.

No English visitor to the States could fail to be impressed by the ease with which it is possible there to obtain citrus fruit drinks made from the juice of the fruit squeezed out under one's eyes. The quality and popularity of these drinks must react adversely on the sale of bottled soft drinks. On the other hand, in spite of the great popularity of citrus fruit flavors, the fact remains that what is probably the most popular soft drink in America is one whose flavor may be described as spicy.

SPICY FLAVORS

Here is a domain which has certainly not been either fully explored or exploited. In addition to sassafras, wintergreen, cinnamon ginger, and vanilla, there are other flavors which, for want of a better term, may be called "spicy," surely worth investigating—clove, for example. It is probable that combinations would appeal more strongly than "straight" flavors, and here is a wide field for experiment.

Of fruit flavors, special attention may be directed to those of currants. The red currant, owing to its acid taste, has a refreshing quality closely allied to that of the citrus fruits, and one wonders why it has been seemingly so neglected. The black currant has a very characteristic flavor in addition to its sharp refreshing taste. This flavor is not to everyone's liking but it may be safely asserted that if you like the flavor of black currants, you like the flavor very much indeed.

Writing of currants and gooseberries, Samuel Fraser, in his standard work on American Fruits, states that they "grow in every state in the Union," adding that "New York produces about four times as many currants as any other state." The black currant, however, he says, "is grown to a very limited extent in the United States, but to a greater extent in Canada. It is used for making black currant jam which is highly esteemed by most British people."

POSSIBILITIES FOR CURRANT FLAVORS

As a soft drink flavor, red currant rarely is met with in Great Britain. Black currant finds some measure of favor as a milk shake, and as a cordial for consumption in the winter.

This neglect is rather surprising, as both flavors are very suitable for incorporation in carbonated beverages.

In the case of the black currant, the characteristic aromatic material is not restricted to the fruits but is present also in the leaves; and, in the south of France, spirit-soluble cassis resinoids are extracted from them by suitable means and used in the flavoring essence industry. Cassis-vin blanc, and cassis-Suze are particularly popular combinations in which the black currant flavor enters. Suze, it may be mentioned, is a bitter aperitif based on gentian.

BLACK CURRANT JUICE

According to the results of an investigation by Elliott, published recently in the *British Medical Journal* (1939, II, 830-1), black currant juice is very rich in vitamin C, the content, indeed, being about 50 per cent higher than that of the common citrus fruits. This provides a strong hygienic argument in favor of soft drinks containing black currant juice, and it is probable that the vitamin C content of red currant juice is also high.

An interesting investigation was undertaken in the Chiris laboratories, in 1937, by Glichitch and Igolen (*Parf. France*, 15, 1937, 241) on an essential oil obtained from black currant buds. Unfortunately, however, the substance responsible for the characteristic aroma was not discovered.

Artificial black currant essences are met with on the market and, it must be confessed, are definitely inferior to the natural product. Buchu oil is commonly employed to give as near a representation as possible in these of the characteristic black currant aroma.

POSSIBILITY OF PEPPERMINT

Peppermint is another flavor which, curiously enough in view of its popularity, appears to be badly neglected by manufacturers of soft drinks. In the form of a liqueur (crème de menthe) and in that of a cordial for consumption with hot water or mixed with gin, peppermint is common enough as a beverage flavor, at any rate in Great Britain; while on the continent of Europe no waiter at a café will regard one with surprise if infusion de

menthe (peppermint leaves steeped in hot water) is asked for. But neither in Europe nor in America has the writer met with a soft drink of the soda type having the peppermint flavor. The experiment of marketing one may have been tried and found a failure. If not, it might be worth essaying. Certainly, the proposition, so far as production is concerned, would be easy enough in the United States, where peppermint is grown and distilled on so large a scale.

News Notes

THE Standard Vanilla Co. has been organized in Los Angeles, Cal., with a capital of $75,000. Shaw, Bailey & Poe, 639 South Spring St., Los Angeles, represent the company. The directors named are: L. V. Towt, C. V. Goffiner and Ruth Goffiner.

Isopropyl alcohol is not a suitable ingredient for a coal tar color to be used in food according to a ruling of the Food and Drug Administration.

Pepsi-Cola Co. reported net income of $5,630,129 in 1939. Franchises were granted to 400 bottlers during the year.

Coca Cola Co. reported the highest net earnings in its history in 1939 of $27,230,374.

American peppermint oil exports in 1939 were 15 per cent of the total produced.

Record Membership Increase

AT the coming convention of the Flavoring Extract Manufacturers Association there will be a greater number of members present than in any previous convention in the history of the association. One reason for this is an unusually vital and interesting business program and another reason is that John Beach, vice-president, as chairman of the membership committee, has increased the membership from 127 to 192 to date. At no other time in the eventful history of the enterprising association has so large an increase in members been shown.

Despite his many pressing duties in business and his yeoman service for the association in its work with the Food and Drug Administration, Mr. Beach has persistently worked to build up the membership. He is a natural born executive and is president of the Reydon Shores Property Association, former president and now a member of the Chemical Division of the Pratt Alumni Association and vice-president of the Flavoring Extract Manufacturers Association.

Citral Content of Imitation Lemon Extract

DR. CLARKE E. DAVIS, president of the F. E. M. A., reports that the question was asked of the Food and Drug Administration of the United States Department of Agriculture as to whether or not imitation lemon extract or flavor had to contain not less than two-tenths per cent of citral. L. D. Elliott, acting chief, answered the inquiry as follows:

"We have held for a period of many years that imitation extracts and flavors should have a flavoring strength substantially equal to that of the products which they imitate. However, this does not necessarily mean that an imitation lemon flavor must contain not less than 0.2 per cent citral which is the proportion of citral necessary to give such a flavor the flavoring strength of lemon extract. For example, an imitation lemon flavor might contain only 0.10 per cent or 0.15 per cent citral but contain also other synthetic flavoring ingredients which would impart to the article sufficient artificial flavor to make up the deficiency of citral. The flavor of the finished product should of course imitate the flavor of lemon."

Under the direction of John Beach, dynamic vice-president, F.E.M.A. membership reached a new high during the past year

Vanillin Flavorings

FLAVORS containing vanillin or ethylvanillin, which are not imitations, should be labeled to show that they contain vanillin or ethylvanillin, as the case may be, and to show that the vanillin or ethylvanillin is artificial, the Food and Drug Administration has declared in answer to an inquiry.

In the case of imitation vanilla flavor containing vanillin or ethylvanillin, the administration said that it would suffice to declare the presence of vanillin or ethylvanillin without indicating that it is of artificial origin, since the label "imitation vanilla flavor" sufficiently indicates artificiality.

A manufacturer adding vanillin to chocolate flavor objected to the requirement that the label disclose the presence of artificial vanillin since it was added not to simulate vanilla but to remove the flatness of the chocolate flavoring. The administration replied that, since the vanillin is added to alter the flavor of the chocolate and since vanillin is an artificial flavoring, the law requires that the label disclose that the chocolate contains artificial flavor.

Labeling Converted Colors

THE SECRETARY of Agriculture under date of February 23, in interpretation and application of section 403 (i) (2) of the Food, Drug and Cosmetic Act relating to the labeling of straight coal-tar food colors and mixtures converted into liquid, paste or tablet form by the addition of harmless diluents, has ruled that section 403 (i) (2) will be met if the containers of such mixtures are labeled: (1), with the common name of the color or colors therein referred to as "coal-tar colors" or "certified coal-tar colors" and (2), with the common name of each diluent therein. John S. Hall points out that a typical label of such mixture might read —

"1 pint
red rose shade
mixture of certified coal-tar color (or "colors"), ... per cent pure dye, sugar, starch, salt (or name of other diluents used) lot no. .....
John Doe & Co. Inc.
Doeville, Tennessee"

and in reference to liquid colors—

"1 pint
red rose shade
mixture of certified coal-tar color (or colors), ... per cent pure dye, sugar, starch, salt (or name of other diluents used) lot no. .....
John Doe & Co. Inc.
Doeville, Tennessee"

Send in Labeling Questions

ANY problems manufacturers of flavoring extracts may have relating to labeling or deceptive containers will be answered by Ole Salthe, consultant of the Food and Drug Administration, at the forthcoming meeting of the Flavoring Extract Manufacturers Assn. in Chicago, June 24, 25, 26.

Questions should be sent in advance to the secretary, E. Leidy Brendlinger. The sooner they are mailed the better, as more time will be available to Mr. Salthe to analyze any particularly perplexing problem. By this procedure the association expects to answer many questions that are common to many manufacturers in a shorter space of time.

F. E. M. A. News

THE executive committee of the Flavoring Extract Manufacturers Association will meet in the Drake Hotel, Chicago, May 3 to go over plans for the annual convention many of which are now well under way.

Richard Stechman, chairman, with the help of Dr. Clarke E. Davis and others on his committee, report the largest advertising program for this year in the history of the association.

Plans for the coming convention in Chicago June 24, 25 and 26 are going along in good order. The convention will be held in the Drake Hotel. To date there are 50 reservations for rooms for the convention. Those who have not already sent in their reservations will assist the committee by doing so promptly. Reservations should be sent to E. L. Brendlinger, secretary, whose address is The Dill Co., Norristown, Pa.

Officials of the F. E. M. A. have been very active with the members of the Standards Committee during the past year and it is likely that most problems will be clarified by the time President Clarke E. Davis calls the first session to order. John Beach feels that the cooperation of the members of the association as well as that of other associations has contributed much towards reaching a sound basis. Members have contributed generously of their time and many members would be surprised to learn of how many associations the president, Dr. Clarke E. Davis, has attended during his administration, to get their advice and cooperation.

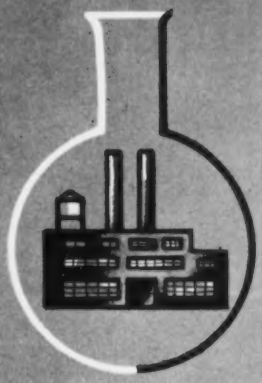
One of the first to point out the dangers inherent in the growing trend of states to erect trade barriers was John S. Hall, counsel of the F. E. M. A. Widespread publicity in the trade press followed and about a year ago a chain of newspapers treated the problem in a series of articles. Trade associations gave attention to it and late this month in Washington hearings were held by the Temporary National Economic Committee. Harry Hopkins, Secretary of Commerce, branded the restrictions on trade as a serious threat to the economic life of a country and numerous distinguished experts condemned the theory of state protection as one more tax on the consumer which may affect the standard of living throughout the country.

Dr. Clarke E. Davis, president of the Flavoring Extract Manufacturers Association, and Mrs. Davis left Brooklyn, N. Y., by automobile March 23 on a trip which will take them to Washington, Richmond, Birmingham, Laredo, Texas and then to Mexico. The trip is expected to take about a month's time. In the absence of Dr. Davis, John Beach is acting as president of the association.

THE AMERICAN PERFUMER

Soap

INDUSTRY SECTION



A section devoted to the manufacture and sale of toilet and laundry soap and soap products covering new raw materials in soap making and new uses for old raw materials, as well as new processes and developments

Bureau of Chemistry
University of MA

Photo Courtesy Procter and Gamble

PRESERVATIVES FOR SOAPS

Causes of soap spoilage and methods of retarding it . . . Various antioxidants discussed

by JOSEPH AUGUSTIN

THE SPOILING of soaps depends chiefly upon the influence of bacteria and oxygen. Oxidation seems to set in more readily after bacteria have opened the attack. Therefore, often antiseptics alone are sufficient to protect the soap against rancidity for a long time. Generally, however, reducing agents are safer, especially when a portion of the saponified fatty acids due to unsaturated compounds contains readily oxidizable groups. Also external influences as moisture, light, traces of metal and other catalyzers render the soaps more subject to oxidation and so to rancidity.

BEHAVIOR OF FIVE KINDS OF SOAP

In *Journ. Soc. Chem. Ind.* Japan 34 (1931, Nov.), Kishita Agawa reports on the behavior of five kinds of soaps made of cotton-seed oil, soy bean oil, linseed oil, chrysalid oil, and oleic acid. After one year the soaps had developed on an average the following fatty acids: the soaps without addition of antioxidants 25.95 per cent, with thymol 0.44 per cent, with phenol 0.60 per cent, with β-naphthol 1.93 per cent, with hydroquinone 2.65 per cent, with vanillin 3.3 per cent, with resorcin 5.6 per cent, with pyrogallic acid 10.42 per cent, with anthracene 15.74 per cent, with salicylic acid 20.4 per cent, and with benzaldehyde 20.63 per cent. The most oxidized fatty acids—54.62 per cent—were developed by linseed oil soap with ad-

dition of anthracene, the least—0.10 per cent—by oleic acid soap with addition of thymol.

It is evident that the mode of action is exceedingly complex. The markedly reducing substances are partly excelled by substances of eminent antiseptic qualities. Indeed, some additions like anthracene in linseed oil soap accelerate oxidation.

CLEANSING POWER IMPAIRED

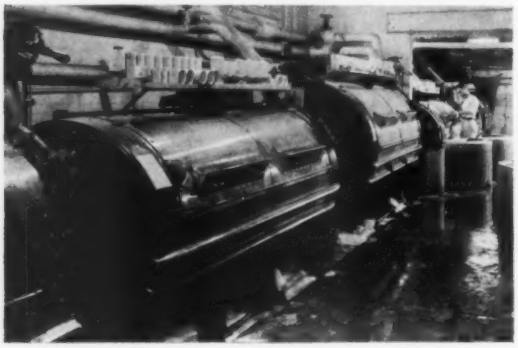
That also the cleansing power is strongly impaired by oxidation and rancidity, was shown by the deresinificating power. The latter was expressed by the loss of weight of the silk on boiling with the soaps which lay stored for two years. The soaps with the more suitable antioxidants showed an increased power of deresinification and effect a 15-16.54 per cent loss of weight, the soaps without oxidants only about 6.5 per cent.

USE OF CARBINYL PARAOXYBENZOATE

p-Methyl hydroxybenzoate (carbinyl paraoxybenzoate) which is a general preserving agent, also does not fail in preserving soaps although it has only antiseptic but no marked reducing properties. For a normal soap which by any decomposable constituent would be more readily apt to spoil, 0.15 per cent of this antiseptic is sufficient for preserving over a longer period. However, in a strongly oxidizable soap the antiseptic is supplemented by the addition of a reducing agent as sodium thiosulphate, etc. In using this reducing agent about half the quantity, as would be necessary without an antiseptic, is sufficient. Besides, the combination gives a surer effect by combating at the same time the two main causes of rancidity in soaps. Furthermore, the combination is odorless and nonirritating whereas, for instance, the organic antioxidants of the type of thymol or hydroquinone render the perfuming of fine soaps or even laundry soaps excessively difficult and mostly have an irritating effect due to the necessary quantities. In this connection may be mentioned the investigations of Albert Albek from which it will be seen that just the reducing, i.e. also oxidizable aromatics produce the strongest irritation of the skin. The minute quantities of inorganic reducing agents in soaps are hardly the cause of skin irritations.

Such an inorganic preservative for soaps is sodium thiosulphate. But also failures have been met with which showed up in the development of a bad odor or discoloration (formation of sulphides) or in short soaps. Preservation, especially when undertaken too thoroughly, is often overdone. Monsoin in his instructive article "Aus Der Praxis Der Grundseifenverarbeitung" in No. 4/1934 of the *Deutsche Parfümerie Zeitung* shows how with an addition of 0.2 per cent sodium thiosulphate and softening admixture soft and stable fine soaps are obtained. To be sure, with a preservative admixture also a certain percentage of water glass is recommended. For fine soaps I consider even this quantity of about 0.2 per cent of the soap as undesirable. Instead of water glass it is preferable to add about 1 per cent colloid-kaolin for this substance absorbs not only the decomposing materials present in the soap but also excessive moisture. Instead of the absorbing and pigmenting colloid-kaolin one may eventually try also the gelatinizing and suspending colloid-kaolin for this substance has excellently proven its value for stable emulsions and suspensions of powder materials, oils, solvents, etc. Best of all, instead of 0.2 per cent sodium-thiosulphate, is a combination of 0.1 per cent sodium-thiosulphate and 0.15 per cent nipagin.

Since decomposition of the aqueous solution of sodium-thiosulphate sets in, sulphur is separated, and sodium sulphate is formed on exposure to the air, only freshly prepared solutions should be used. Acids cause sulphur to separate and, therefore, among others also acidifying perfumes are to be avoided in soaps to which sodium thiosulphate has been added. Furthermore, metal impurities may cause discoloring metal sulphides. For this reason bismuth subnitrate (0.2 per cent) will be of advantage.



View of washers in a modern commercial laundry

STANNOUS CHLORIDE

Stannous chloride $SnCl_2 2H_2O$, cryst., is a very common antioxidant for soaps which perhaps demands less precaution than sodium-thiosulphate; 35 parts are dissolved in 25 parts of hot water. About 350 grams of this solution which is prepared fresh each time are added simultaneously with the perfume immediately before boiling to 100 kg soap which by this procedure is said to obtain a very effective protection against rancidity. Stannous chloride can also be combined to good advantage with p-methyl hydroxybenzoate in order to effect highest protection.

Stannous naphthenate is said to be an antioxidant in a concentration of but 0.1 per cent and perhaps may surpass stannous chloride. Equal or similar effects are reported of the naphthenates of potassium, magnesium, calcium, mercury, etc.

Storage under green light or at least packing in colored cellulose covers are methods recommended for delaying the rancidity of oils. In this manner also soap may be preserved to better advantage.

Cinnamic acid, anisic acid, benzoic acid and similar substances are often proposed as mild neutralizing agents for soaps. There is little probability that by the substances hardly soluble in water a separation of fatty acid will occur in a boiled

soap. Nevertheless, it can happen under certain circumstances so that it is better to use the sodium salts of these acids as preservatives. However, the salts having a less preservative effect than the free acids about 0.5 to 1 per cent has to be used.

The German R. P., R. T. Vanderbilt Co., Inc., New York, proposes for soaps p-phenylphenolate of ethylene phenyl diamin in order to prevent or delay rancidity. According to U. S. Pat. 1,820,744, R. T. Vanderbilt 2- or 4-hydroxydiphenyl, resp. other hydroxydiaryl compounds, when added in less quantities than one per cent prevent the rancidification of soap.

Much more numerous are the propositions for preventing oils and fats from becoming rancid. Of late even means of preventing ageing of lubricating oils and of derris, pyrethrum and corresponding sprays have become known.

Making Powdered Soap with Gas

ONE of the latest methods of making powdered soap is by the so-called "Hutton Process" which has recently been patented. By this process soap powder, which is light and fluffy, readily soluble, buoyant in water, and in which the particles are substantially uniform in size, can be easily, quickly and economically produced.

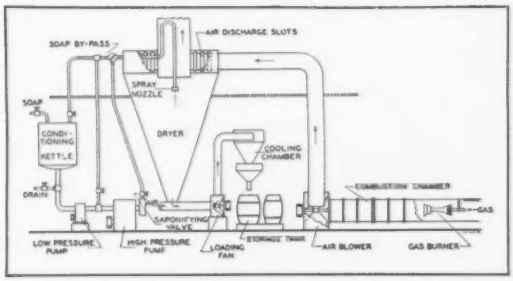
This process is briefly as follows: Pure soap is first made by bringing together into intimate contact a fat and an alkali in presence of heat and water. This is done without the addition of any binder or filler, with the exception of sufficient preservative to keep the soap from being rancid. The hot liquid soap is then pumped from the cooking kettle into a conditioning kettle, where it is kept at any desired temperature by the use of steam coils.

From the conditioning kettle the soap is passed through a low-pressure pump (1 lb. per sq. in.); is then forced through a high-pressure hydraulic pump (1000 to 3000 lbs. per sq. in.); on through a saponifying valve; and finally is discharged through a spray nozzle having a very small opening (0.036 in. in diameter) into a conical drying chamber.

The drying chamber is shaped very much like a centrifugal collector of a cyclone type (16 ft. diameter at top and 20 ft. high). Heated air is delivered tangentially into an annular compartment (14 in. x 16 in.) which extends around the periphery of the upper or large end of the dryer, and is discharged into the dryer through slots. The heated air sweeps downward in a whirling motion along the sides of the dryer to some point near the bottom, where the cyclonic action causes it to move upward through the center of the dryer.

The liquid soap, in form of a fine mist, is caught by the downward movement of heated air and is dried almost instantly, thrown against the walls of the dryer by the centrifugal force and slides down to the bottom, where it is sucked by a fan into cooling and storing collectors.

To achieve the above results enough heated air to cause cyclonic action in the dryer, as well as to instantly dry the liquid soap, must also be applied.



Equipment and method of heat application for powdered soap

The combustion chamber was made by placing together two steel tanks (55-gal. size) horizontally end for end with their heads removed. At one end a spread-head burner (8 in. head, 3/8 in. orifice) was installed. At the other end the combustion chamber terminated in a large centrifugal fan, which furnished the necessary volume and velocity to the heated air. The operating results follow:

1. Finished powdered soap (lbs. per hr.)	300
2. Gas consumption (cu. ft. per hr., 1150 B.t.u.)	450
3. Gas pressure at burner (in. w.c.)	3.5
4. Volume heated air supplied (cu. ft. per min.)	2500
5. Temperature of air in dryer (deg. F.)	255
6. Moisture content of soap powder (per cent)	2

Although a model experiment, this procedure can be enlarged with but a few minor changes.—*V. M. Alexieff in Pacific Gas & Electric Assn. Bulletin 66.*

National Soap

TO AVOID competition and needless consumption of raw materials, all soap manufacturers in France are to be required to make the same quality of soap which will be known as "national soap," according to the U. S. Consulate in Marseilles.

To Clean Glass

A PASTE for cleaning and polishing windows, mirrors, and similar glass products can be made, according to a report from abroad, from the following:

Curd soap	10 parts
Warm water	25 parts
Glycerine	15 parts
Alcohol	20 parts
Ammonia	sufficient
Precipitated chalk	50 parts
Kieselguhr	30 parts
Kaolin	20 parts

Dissolve the soap in the mixed liquids, add enough ammonia until solution is complete. The solution is then worked up with the previously mixed dry ingredients to form a paste. This is allowed to stand for a day or two, then is kneaded before being placed in suitable containers.

The addition of glycerine not only serves to maintain the essential moisture content of the paste, but lends a definite cleansing action of its own.

EDITORIALS

THE CONSUMER MOVEMENT

THE GROWING feeling among manufacturers that the consumer movement is actually so small and insignificant that it may well be ignored may not be well considered.

Granted that numerically it is small, it is nonetheless a factor to be watched and, wherever possible, controlled. History, commercial as well as political, demonstrates that the unorganized majority is almost helpless in the face of an organized minority that knows exactly what it wants. Prohibition, it must be remembered, was foisted on the majority two decades ago by a well organized minority. The American revolution itself, as careful students of history know, was fomented by small committees of correspondence. Even the most dangerous criminal was once a small, insignificant baby. Little things unless given proper attention may grow into big troubles.

WHEN PEACE COMES

SOONER or later peace will come bringing with it new problems. War changes things and it often changes them more suddenly and seriously when it stops than when it starts. Whether the United States continues as the world leader depends largely on its adherence to the philosophy that made it great. More than ever manufacturers must be receptive to better ways of doing things, they must keep costs down and they must constantly strive to make finer products.

F. D. A. PACKAGING POLICY

THAT the Food and Drug Administration is cognizant of the numerous difficulties that confront manufacturers sincerely eager to comply with the law and is governed in its decisions accordingly has been demonstrated repeatedly.

This was again emphasized by Dr. W. R. M. Wharton, chief of the Eastern District Food and Drug Administration, in an address before the unit packaging session of the recent Packaging Conference in New York. Dr. Wharton pointed out that in the enforcement of the packaging provisions of the law common sense and the rule of reason would be applied.

The Administration is aware of and is sympathetic with the packaging and filling difficulties of the allied industries. It has no intention of being unreasonable and it does not expect the impossible. It recognizes the advantage of artistic design and individuality of packages and will not interfere with such packages unless they are deceptive. The Administration is ready at all times to comment on packages submitted to it and to discuss commercial difficulties. Time to correct conditions which result in the distribution of misleading packages, if the industry is engaged diligently in the undertaking, will be granted.

Dr. Wharton outlined the chief reasons for the occurrence of deceptive packages as follows: desire to achieve artistic designs or individuality, commercial difficulties in the manufacture of containers, filling and packing difficulties, designing packages to give them certain desired characteristics, packaging economy factors changing with fluctuations of raw material costs, put-in-weights without changing the package size or retail price, force of competition and deliberate intention to defraud.

In the final analysis, as Dr. Wharton stated, each package stands on its own individual merits. Inasmuch as the Administration has no authority to approve any package or label, in the event of a disagreement between the interpretation of the Administration and any manufacturer, the courts will have to determine whether or not packages are deceptive. It is for this reason that definite tolerances, leeways, allowances, or rules and regulations on the subject cannot be made.

THE PERKIN MEDAL

BY ACHIEVING the distinction of being awarded the Perkin medal this year Dr. Charles M. A. Stine has brought added luster to our industry. In the role of creator in the aromatic chemical field he has contributed much.

This is the second time this honor has been accorded to a scientist whose labors in our industry have added to its greater service and usefulness. The first time the honor went to Col. Marston Taylor Bogert, now retired, formerly technical consulting editor of *The American Perfumer*, whose researches added to the scientific knowledge on which the industry has grown.

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New Products and Processes

New compact balance

A new, low priced, compact balance that may be readily dismounted and stored in a laboratory drawer is announced by the Clay-Adams Co. This instrument has been designed to meet the needs of all balance technique. It is supplied with brass weights. In use, the upright beam support is inserted into a metal socket in the box and the beam placed upon it. An eccentric beam release brings the pans to rest. Capacity is 100 grams; sensitivity 5 mg.; beam, 7.25 inches long with steel knife edge; support for beam is an agate bearing. Pans are 3.25 inches in diameter, and are notched to support test tubes. Literature will be sent on request.

New type paraffine wax emulsifier

Development of a paraffine wax emulsifier for use in all processes and products where wax is needed has been announced by the National Oil Products Co.

This new emulsifier, named NOPCO 2251, is stated to be a heavy, tan colored paste that is mixed with paraffine wax to make the wax water dispersible or emulsifiable. In a laboratory report, the Technical Service Department of the company reported: "The new emulsifier is a chemically compounded material which, upon rendering the wax water soluble, is capable of producing a stabilized emulsion spontaneously and without the application of energy in the form of rapid agitation or shearing effect, for example as obtained in a colloid mill. No special equipment is necessary." Further information will be supplied on request.

Applying solder with brush

A self cleaning and self fluxing compound which may be brushed on a joint and heated to a temperature about 400 degrees Fahrenheit is offered by the Wayne Chemical Products Co. Meltomatic paste solder, thus, it is pointed out, makes soldering a simple toolless job. Further details will be sent on request.

Waterproof adhesive

High strength and proof against water is claimed for Strangl-hold adhesive by the Colonial Alloys Co. Chemicals Div. It is especially recommended for glass surfaces which are hard, smooth and non porous, metal surfaces and plastic surfaces. It is composed of two ingredients, a powder and a liquid, which are stated to be stable when unmixed but which should be used within an hour or so after mixing. Small sample cans are available for the asking.

Oil proof floor mat

For oily locations where a non-skid floor mat is required the new Neo-Cord Counter-Tred made with a neoprene base to provide oil resistance is offered by the American Mat Corp. Complete information is available for the asking.

Individual ventilating unit

An individual ventilating unit to replace the electric fan, which is said to operate on a new principle of cooling and circulation of air is offered by the Kisco Co. According to the maker's description it draws cool lower air upward and distributes it against a patented deflector plate. Further information and printed matter about the unit which is finished in ivory or bronze, has over-all dimensions of 8½ x 8 in. and is made to sell at a low cost, may be had for the asking.

Transparent tape printer

The Printape machine is made to print trade marks or messages up to three inches long on the adhesive side of transparent tape while dispensing it. As the printing is protected by the tape, it is smearproof. Further information may be had for the asking.

Double letter file fastener

A new vertical file folder with two sets of metal prongs on one metal clip for two sets of papers per folder is offered by Remington Rand Inc. Stock folders for four sets of papers each are also announced. Complete information will be furnished on application to the company.

Catalogs and Developments

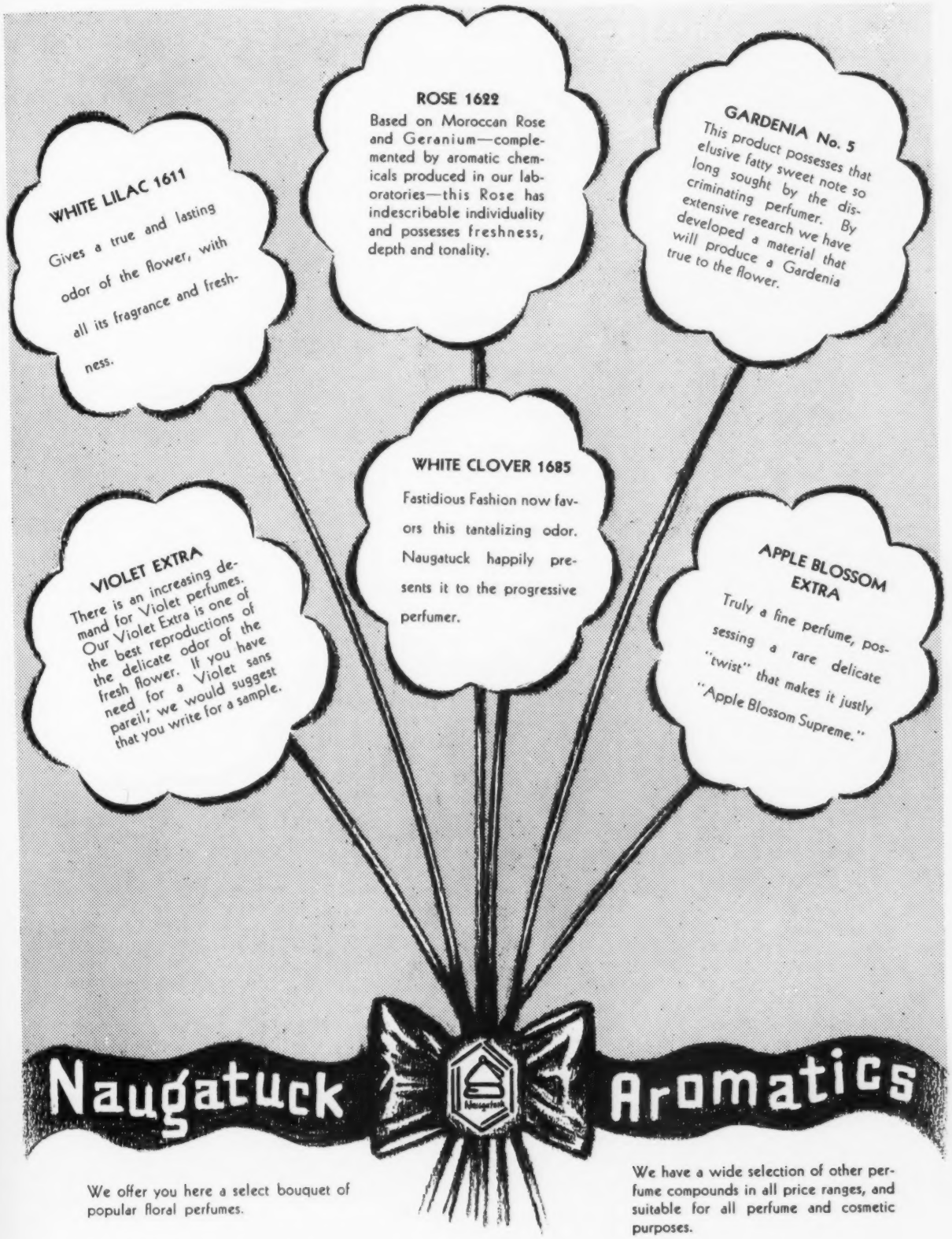
Tube Filling, closing and sealing machines manufactured by the F. J. Stokes Machine Co. are illustrated and described in a 24-page catalog just issued by the company. In it new types of equipment for filling tubes, jars and cans are described. Among these are a new Simplex machine and the full automatic machine for giant-sized tubes. Production capacity, it is pointed out, has been stepped up considerably by the use of variable speed v-belt drives and other improvements. The catalog will be sent to anyone interested.

Odor control devices are described in the first catalog ever published on the subject and issued by the W. B. Connor Engineering Corp. Dorex odor absorbers are described and illustrated. These devices are designed to extract practically all odors and noxious vapors. The adsorbers are claimed to reduce heating, cooling and other conditioning expenses by permitting a lower intake of outside air that would be otherwise necessary for odor dilution. A copy may be had for the asking.

Accounting for Distribution Costs is the subject of a useful and informative booklet of 46 pages prepared by the Policyholders Service Bureau of the Metropolitan Life Insurance Co. A copy is available.

New styptic powder in handy vials is offered by the Aid Laboratories of Camden, N. J. It developed this efficient Cut-Aid Stypic Powder for simplified applications to cuts and other minor injuries. The powder is packaged in Kimble Glass Re-Seal-It Vials, whose caps can be snapped on or off with a slight thumb pressure. Kimble vials were selected for this purpose because of their convenience, sanitation, and visibility of contents. Cut-Aid is sold to barber supply firms, to retail at 10 cents per vial.

New styptic powder for cuts and scratches


ROSE 1622
Based on Moroccan Rose and Geranium—complemented by aromatic chemicals produced in our laboratories—this Rose has indescribable individuality and possesses freshness, depth and tonality.
WHITE LILAC 1611
Gives a true and lasting odor of the flower, with all its fragrance and freshness.
GARDENIA No. 5
This product possesses that elusive fatty sweet note so long sought by the discriminating perfumer. By extensive research we have developed a material that will produce a Gardenia true to the flower.
WHITE CLOVER 1685
Fastidious Fashion now favors this tantalizing odor. Naugatuck happily presents it to the progressive perfumer.
VIOLET EXTRA
There is an increasing demand for Violet perfumes. Our Violet Extra is one of the best reproductions of the delicate odor of the fresh flower. If you have need for a Violet sans pareil; we would suggest that you write for a sample.
APPLE BLOSSOM EXTRA
Truly a fine perfume, possessing a rare delicate "twist" that makes it justly "Apple Blossom Supreme."
Naugatuck Aromatics
We offer you here a select bouquet of popular floral perfumes.
We have a wide selection of other perfume compounds in all price ranges, and suitable for all perfume and cosmetic purposes.

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AMONG OUR FRIENDS

▸ Charles Pisano, of Citrus & Allied Essential Oils, Inc., New York, N. Y., returned on March 22 from a three weeks' trip in Florida. Mrs. Pisano accompanied him, and they made the trip in easy stages, combining business with pleasure. He reports business conditions in excellent shape through the South Eastern States and Florida with the season in full swing.

▸ Robert Swindell of Swindell Brothers, Inc., Baltimore, Md., is receiving the congratulations on the arrival of Sally Swindell, his first daughter.

▸ Dr. Stevan Ruzicka, brother of Dr. Leopold Ruzicka of Firmenich & Cie., Geneva, Switzerland, who won the Nobel prize in chemistry in 1939, has been granted a patent in the United States for making wood coke which has created a great deal of interest among government authorities.

▸ John J. Beach, son of John Beach, vice president of the Flavoring Extract Manufacturers Assn., spent his Easter vacation in the Methodist Hospital, Brooklyn, N. Y., undergoing an operation. Mr. Beach, a student in Colgate University, was selected as one of eleven men for membership in a chemical fraternity.

▸ Mrs. Winifred Sloan, president of the Rubinoff Cosmetic Co. Inc., Cleveland, Ohio, has returned from a vacation spent in Miami, Fla.

▸ David Bennett, president of Albert Verley Inc., Chicago, Ill., is back at his desk after enjoying a vacation in Florida.

▸ Leon Chiris of S. A. Antoine Chiris, Grasse, France, is receiving congratulations on the arrival March 11 of a second son, Daniel. His eldest son is Yves and he also has a daughter. Both mother and son are reported to be doing well.

▸ Mme. Helena Rubinstein was voted the best dressed woman in the business world by the Fashion Academy. Thirteen women representing different walks of life from society to the stage are chosen annually for awards of the academy by 100 leading dress designers.

▸ W. D. Jequier, managing director of Parfums Weil, Paris, France, is visiting this country looking after the interests of his firm in the United States. Mr. Jequier has been an annual visitor for several years. His firm does an international business of some magnitude and he reports that they suffered for some months from conditions precipitated by the opening of hostilities in Europe, yet since the beginning of the year they had made a handsome increase in volume over previous years. This is very gratifying, particularly when it is remembered that Northern Europe is closed to trade for them. Mr. Jequier will remain in this country for several weeks.

▸ Ray Schlotterer is located now at the headquarters of the Federal Wholesale Druggists Assn., Inc., 41 Park Row, New York, N. Y. The telephone is Worth 2-5656.

▸ Frederick J. Lueders, president of George Lueders & Co., New York, N. Y., spent the week ending March 15 in Canada. He inspected the company's branch at Montreal and put in crowded five days visiting the trade. Mr. Lueders reported that in spite of war activities, business conditions were surprisingly good and from personal contacts made together with reports from the company's Montreal representatives, he anticipates continuation of fair business. He remarked upon the fact that troops in training were in evidence everywhere and the European war was the topic of the day.

Frederick Lueders

▸ A. L. van Ameringen of van Ameringen-Haebler Inc., New York, N. Y., has returned from a winter vacation in Florida

▸ C. Lloyd Fischbeck has been put in charge of the flavor department of P. R. Dreyer, Inc., New York, N. Y., following the expansion of that division. Mr. Fischbeck, who is a son of Charles Fischbeck, has been in the metropolitan New York sales department.

▸ Peter Shipkoff of P. K. Shipkoff & Co., S. A., Sofia, Bulgaria, writes that the year 1939 was a very successful one for his company, especially in Europe. The company, he states, has almost doubled the scope of its activity and has added peppermint oil to the line. Incidentally, the company is 100 years old for it was established in 1840. It was not incorporated until 1932. The feeling in Bulgaria is that it will remain neutral in the war.

▸ John E. Gabrielsen who has been connected with Allied Products, Inc., for many years has been appointed manager of the private brand department of the company, offices of which are at 30 Rockefeller Plaza, New York, N. Y.

▸ Dayton Shearin of Dolly Dimple Laboratories, Atlanta, Ga., accompanied by Mrs. Shearin, has been visiting in the metropolitan section. While in New York City, Mr. Shearin spent much of his time calling on the trade.

▸ Augustus Trippe, son of Edward Trippe, Sr., for many years in the essential oil business, has joined the sales organization of P. R. Dreyer, Inc., New York, N. Y. Mr. Trippe was transferred from the perfume laboratory to sales work.

▸ A. D. Henderson who has been connected with the California Perfume Co. and its parent company, Allied Products, Inc., New York, N. Y., has resigned to engage in a new enterprise.

▸ Alec Dedrick, general manager of the New York branch of Albert Verley, Inc., has returned from a month's stay in Miami, Fla., where he went to recuperate his health. He was accompanied by Mrs. Dedrick and the trip was made by automobile.

▸ Dr. Ivor Griffith, dean of Pharmacy and professor of Theory and Practice of Pharmacy of the Philadelphia College of Pharmacy and Science, has been appointed to the Advisory Board of Health of the Commonwealth of Pennsylvania.

▸ F. J. Beyer of P. R. Dreyer, Inc., New York, N. Y., has been subjected to a great deal of embarrassment in the trade particularly in the metropolitan area by reason of an imposter trading on his good name. A man about 50 has been calling on various toilet goods houses offering a quantity of otto of rose, who has been using Mr. Beyer's name to gain entrée to offer his merchandise. The individual is in no way connected with the organization of P. R. Dreyer, Inc., or Mr. Beyer nor is he known to them.

▸ Guillermo Schiemann who has conducted an essential oil business in Mexico City, Mexico, for over 30 years

From T. F. Healey's Collection

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has returned from an extended trip to Europe. He left last August on a vacation trip which ultimately took him to Murmansk, Russia, Germany, Switzerland, Italy, Spain and Portugal. Before leaving for Mexico City, late in March, he visited the trade in the metropolitan New York section.

▸ William Zahn, one of the young men of the United Flavors Inc. organization, who is specializing in chemistry at Hamilton College, Clinton, N. Y., recently gave a talk there on the subject of perfumery. Mr. Zahn is receiving congratulations from his associates on his splendid record in scholarship.

▸ J. M. Baroody, attorney for the commissioner general of the Republic of Lebanon at the New Yorks World's Fair, who comes from a family of perfumers is in the United States. Lebanon, the "mountain of perfumes" mentioned 70 times in the Bible, is famous for its aromatic herbs. Mr. Baroody who studied at Oxford University, England, where he wrote and published a volume of poems of decided merit, is assembling data with a view to developing a perfumery and cosmetic business along original lines.

▸ Dr. Herman Goodman, author of *Treatment of Common Skin Diseases*, *Cosmetic Dermatology* and other texts lead the discussion on "The Prescription the Doctor Writes for the Skin" at the April 8 meeting of the New York branch of the American Pharmaceutical Assn.

▸ Herman A. High, for eleven years with the Vick Chemical Co., Greensboro, N. C., has been named general sales manager of the concern. Mr. High has served as Canadian manager, trade relations manager and Northern sales manager. R. D. Waters and H. R. Marschalk have been appointed assistant sales managers

▸ Victor E. Williams of the Monsanto Chemical Co. recently was elected a member of the board of governors of the Drug & Chemical Club.

▸ Robert Fischbeck, son of Charles Fischbeck, vice-president of P. R. Dreyer Inc., New York, N. Y., and brother of Lloyd Fischbeck of this company, played center on the East Orange High School basketball team which won the championship for the State of New Jersey, March 16, playing Memorial High School, West New York, N. J. The latter team had won 24 straight games and appeared to be the state winner up until the last four seconds of play. Bob Fischbeck, who is a sophomore in East Orange High School, scored six points during the game.

▸ Ernest Westmore of the House of Westmore, Hollywood, Cal., was married to Miss Peggy Ann Kent, daughter of Sidney Kent, president of 20th-Century-Fox Films, in Warrenton, Va., March 10.

▸ Guy J. Rocherolle, son of Jacques Rocherolle of Parfumerie Roger & Gallet, Paris, France, has been appointed president of Roger & Gallet Inc., New York, N. Y. Following extensive traveling and a year of experience in Paris office he joined the New York company last year. Paul F. Vallee who has been connected with the concern for 33 years is vice president and treasurer.

▸ Harrison Jones, vice president, has been elected a director of the Coca Cola Co., Atlanta, Ga.

▸ Richard Grant has been appointed manager of promotion for Houbigant.

▸ Dr. Joseph L. Stummer, consulting chemist, is now located in his new, larger and better equipped laboratories at 39 E. 20th St., New York, N. Y.

▸ Miss Josephine Felts recently joined the advertising department of Hudnut Sales Corp., New York, N. Y.

▸ Prof. Frederick D. Lascoff of the Columbia College of Pharmacy has completed a series of four lectures before the Department of Dermatology on pharmaceutical problems of the dermatologist.

▸ Miss Jessica Ogilvie, manager of the Ogilvie Sisters with headquarters in New York, N. Y., has joined her sister, Dr. Mary Gladys Ogilvie, in Honolulu. Dr. Ogilvie, who went to Hawaii three months ago, first visited Honolulu in 1899, and saw the Annexation ceremonies standing beside Queen Liliuokalani. Miss Jessica started for Hawaii twenty years ago but never arrived because the ship on which she planned to sail sank off San Francisco where she was to join it.

Two of the Ogilvie sisters meet in Honolulu

▸ Irvin Zeluff, for fifteen years perfumer for Rigaud, has joined the sales staff of Van Dyk & Co.

▸ I. Katz has resigned as general manager of J. Eavenson & Sons, subsidiary of Wilson & Co., Inc., to become vice-president and general manager of the Manhattan Soap Co., New York, N. Y.

▸ Leon Danco, perfumer for McKesson & Robbins, Inc., has returned from a vacation trip in California.

▸ Paul S. Mayer, well-known in the United States for his years of association with the Mem line of Vienna, is in this country permanently. He plans to engage in the manufacture of toilet preparations.

▸ E. P. Matthiessen, vice-president and general sales manager of the Nyal Co., Detroit, Mich., contributes sound salesmanship in a chatty readable form in each issue of *Contact*, the clever house organ of the company issued monthly.

▸ Michael Lemmermeyer of Aromatic Products, Inc., is on a business trip which will take him as far west as Salt Lake City and south to Dallas, Texas. He expects to return in time for the annual meeting of the T.G.A.

▸ G. Warren Heath has resigned as export manager of Don Juan, Inc.

▸ Charles P. Gulick, one of the founders of the National Oil Products Co., Harrison, N. J., has been reelected president of the company after a two-year absence from that post. Mr. Gulick, who left the presidency in June, 1938, to become chairman of the board, will also serve as board chairman. The company has offices and plants in Harrison, Chicago, Boston, Cedartown, Ga., and Emeryville, Calif. Mr. Gulick is also president and director of the following subsidiaries: Metasap Chemical Co., Admiracion Laboratories, Nopco Chemical Co., Vitex Laboratories, Vitab Corp., and Frozen Sunshine. In addition, he is president of the Republic Yeast Corp., and the New Jersey Social Hygiene Association of Newark. He also is vice-president of the Newark Athletic Club; a member of the East Orange Board of Education; has been appointed to serve on several important committees of the National Association of Manufacturers and serves on the following boards in addition to those mentioned above: Harrison National Bank, Newark Rotary Club, Newark YMCA, Chemical Alliance, and Brown-Jeklin.

TO SOLVE YOUR PRESERVATIVE PROBLEM...

BUTOBEN

Reg. U. S. Pat. Off.

Butoben (n-Butyl Parahydroxybenzoate Merck) is the new antiputrefactive and antifermentive agent developed in the Merck Research Laboratories after an extensive search for an effective preservative for various preparations. Butoben was found to be the most effective ester of the parahydroxybenzoic acid series for preventing the growth of non-pathogenic bacteria and molds.

The outstanding advantage of Butoben for this purpose is its efficiency in acid and neutral products as well as in moderately alkaline media. It is also more economical to use because of the small quantity required (2/100 of 1%) i.e., *only 1 ounce is required to preserve 35 gallons of a preparation.*

Butoben is an excellent, useful and desirable preservative for gum solutions used for hair wave setting, and for various types of liquid preparations, including face and hand lotions, cosmetic creams, medicinal elixirs, tonics, certain eye lotions and emulsions.

Butoben, while an excellent preservative for the aqueous phase of cosmetics, does *not* prevent rancidity of oils and fats, as this is not caused by micro-organisms, but by hydrolysis and subsequent oxidation, and for which purpose an anti-oxidant is required.

As many cosmetic and medicinal preparations are composed of several ingredients, some of which may be incompatible with certain preservatives, we suggest that you consult the Merck Chemical Service Department regarding your manufacturing problems and requirements.

Samples of Butoben will be supplied to manufacturers on request.

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FINE CHEMICALS FOR THE PROFESSIONS AND INDUSTRY SINCE

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MERCK & CO. Inc. *Manufacturing Chemists* RAHWAY, N. J.

NEW YORK • PHILADELPHIA • ST. LOUIS • In Canada: Merck & Co. Ltd., Montreal and Toronto

NEWS and EVENTS

Record T. G. A. Convention Planned

Hotel Biltmore, New York, to be scene of annual gathering May 14, 15 and 16. Convention Committee working to make affair outstanding in all respects.

With the annual convention of the Toilet Goods Assn. only a few weeks off—May 14, 15 and 16—the Convention committee has been hard at work for several weeks making arrangements for a gala affair in every respect.

The convention will be held Tuesday, Wednesday and Thursday at the Hotel Biltmore, New York, N. Y. A theatre party will be held Monday night, followed by an after-theatre supper dance at the hotel. Some new popular play will be selected. The golf tournament will be played at some nearby golf course on Wednesday and the annual banquet, with the distribution of souvenirs, always a feature of the meeting, will take place Thursday night. As yet plans for the business sessions have not been announced.

Herman Brooks

Hugo S. Mock

Members of the convention committee are LeRoy Root, chairman; A. C. Burgund, Charles Fischbeck, Walter E. Klaas, Michael Lemmermeyer, W. P. Murray, Karl Voss and J. B. Walker.

At the business sessions Herman Brooks, president, will preside, assisted by Secretary Charles S. Welch. The report of the counsel, Hugo Mock, always a highlight of the meeting, probably will be followed by a question period, a feature that proved very useful in previous meetings.

DCAT objects to provisions and New York Sanitary Code is changed

With its usual enterprise the Drug, Chemical and Allied Trades Section of the New York Board of Trade distributed a revised draft of a proposed new article 8 of the Sanitary Code of New York City to the numerous cosmetic concerns and all others who are members. The section submitted a brief to the Department of Health requesting certain changes. In place of the existing articles there will be substituted the revised draft of the proposed new article 8 covering drugs, devices and cosmetics given in bulletin 285, which consists of 21 pages and is of paramount interest to all cosmetic and drug houses whose products are distributed in New York City. The enterprise of the section has won the approval of the leading cosmetic and drug manufacturers.

The Convention Committee has been busy for weeks arranging a gala affair. Standing, left to right: Michael Lemmermeyer, J. B. Walker, W. P. Murray, Charles Fischbeck. Seated: Karl Voss, LeRoy Root, chairman. Walter E. Klaas and A. E. Burgund are not shown.

Regulations relating to excise taxes issued by Treasury Dept.

Regulations 46, the 1940 edition, relating to excise taxes on sales by the manufacturer, have been issued by the U. S. Treasury Department. Copies may be obtained for ten cents from the Superintendent of Documents, Washington, D. C.

New hormone treatment for psoriasis discovered by Dr. Lester Dragstedt

A new hormone treatment of psoriasis has been announced by Dr. Lester R. Dragstedt of the University of Chicago. In explaining his discovery to the Federated Biological Societies, Dr. Dragstedt stated that the treatment consists merely in giving persons lipocaic, a hormone isolated from the pancreas gland by mouth. It has cleared up cases which have failed to respond to other treatments, he stated.

Women visiting dentists for X-rays should not make up

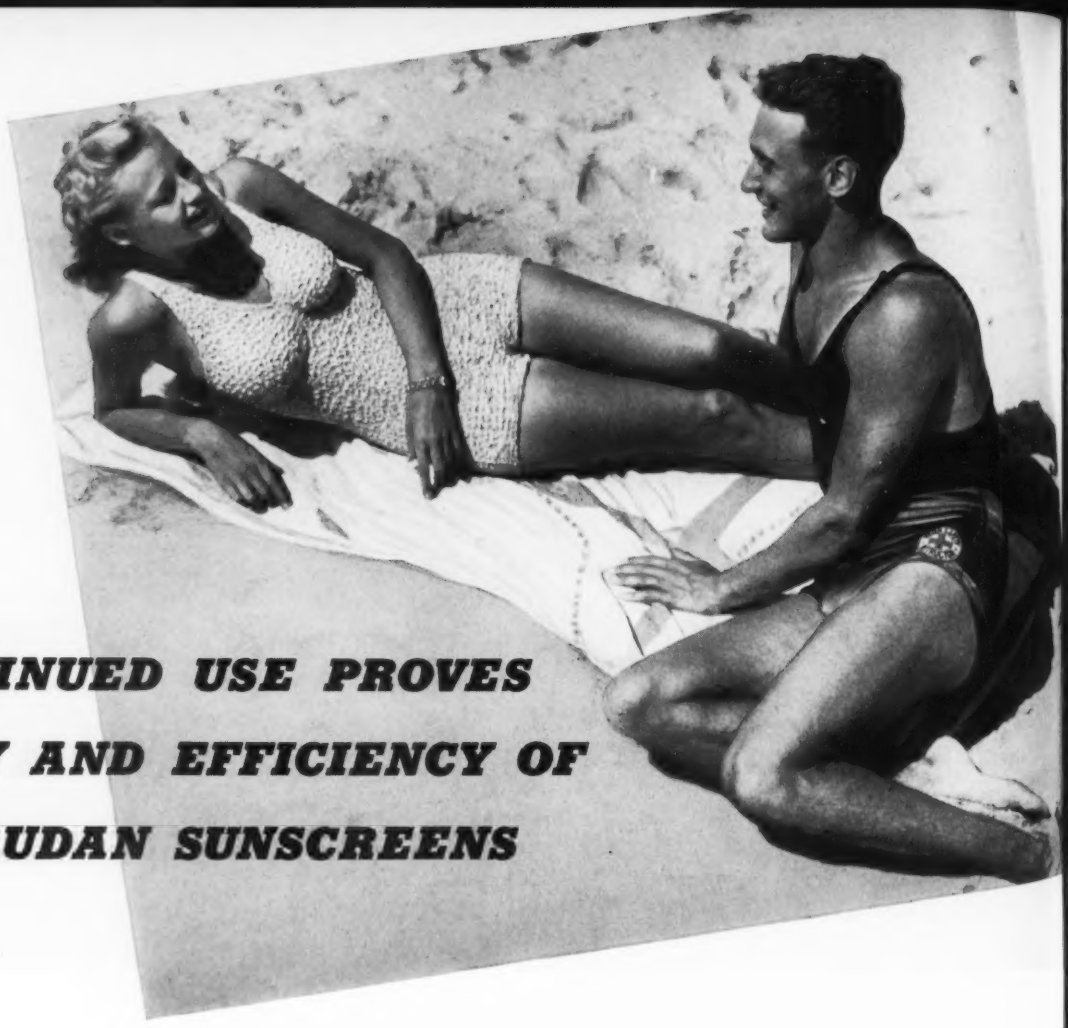
If the dentist is to X-ray their teeth, women generally were advised by Dr. Walter S. Thompson of Los Angeles, Calif., not to use make-up beforehand. They risk facial burns if they do, he reported to the Roentgenology section of the American Dental Association at its meeting in Baltimore, March 18.

Cost of alcohol from molasses to go up if tax bill is passed

On March 21 Representative Fred C. Gilchrist, introduced H. R. 9012, which was referred to the Committee on Ways and Means of Congress. The measure

Most every modern woman keeps on hand several varieties of perfumes and cosmetics. But when traveling she is apt to take the one she values most highly—for its all round good quality and high distinction. To make a line of products she calls her "good traveling companions" requires experience, skill and the careful selection of materials. Givaudan's special knowledge of odors and their uses will serve you in good stead in creating such a line. And Givaudan's high quality odors and specialties will help maintain the distinction that means sales and re-sales. Our staff has developed these specialties to help you build up new and remarkably original effects. The facilities of the Givaudan laboratories are at your disposal.

GIVAUDAN-DELAWANNA, INC., 80 FIFTH AVENUE, NEW YORK, N. Y.



CONTINUED USE PROVES SAFETY AND EFFICIENCY OF GIVAUDAN SUNSCREENS

Sunscreens No. 2 and 52 are Time-Tested and Time-Proven on Various Types of People Under Blazing Suns in Many Different Climates.

ACCEPTABLE performance in actual use over a long period of time is the best criterion of value in suntan preparations. Many of the most successful on the market today have depended for several years on Givaudan sunscreens for their effectiveness. Continued use has established that products using these sunscreens have remarkable sun stopping power under blazing suns in various climates and weather conditions.

SUNSCREENS No. 2 and 52 are safe and effective and at the same time permit tanning—the result most desired by users of suntan products.

SUNSCREEN No. 2 is ideally suited for use in oily lotions, emulsified lotions and creams.

SUNSCREEN No. 52 is recommended for products of the non-greasy, alcoholic type.

START RIGHT NOW—before the big summer demand begins—to give your suntans the added safety and selling power of Givaudan sunscreens. Samples will be sent to you promptly on request.

GIVAUDAN-DELAWANNA, INC.

80 FIFTH AVENUE • NEW YORK, N. Y.

Branches: Philadelphia Los Angeles Cincinnati Detroit Dallas Baltimore Chicago San Francisco Seattle Montreal Havana

is entitled "A Bill to Subject Sugar, Molasses and Similar Products Used in the Distillation of Alcohol to the Taxes on Sugar."

From a practical standpoint the purpose of Representative Gilchrist's bill (to encourage the use of corn and other products in place of molasses for the distillation of alcohol) is identical with that sought by the so-called Lucas Amendment to the Sugar Act of 1937 (H. R. 7667, 75th Congress) which was stricken from that bill by the Senate and House conferees in August, 1937.

H. R. 9012, if enacted, would very materially increase the cost of industrial alcohol produced from molasses, and consequently add to the prices of innumerable articles of every day consumption.

Oxzyn Co. to be in new Clifton quarters by May 1

The executive and general offices, laboratories and manufacturing department of the Oxzyn Co. will be located in Clifton, N. J. by May 1. Increases in the company's business made necessary additional space which was not available at its present Jersey City location.

An entire floor of the Hamilton building, one of the largest buildings in North New Jersey, was leased for cosmetic manufacturing; and a large part of another floor was leased for the puff department and looms. The new quarters afford an ideal layout for light and afford ample room to expand.

The Hamilton building is located on a main motor truck highway and in addition it has a railroad siding. Both the Lackawanna and Erie railroads serve Clifton.

The company plans to have a New York office in the 42nd Street district. It expects to be located in its new home about May 1, at which time notices will be sent to the trade.

Color certification fees simplified for small batches

The Department of Agriculture has promulgated regulations under the Federal Food, Drug and Cosmetic Act further amending the regulations published in the Federal Register of May 9, 1939, which deal with the listing and certification of coal-tar colors. The public hearing upon which the revised regulations are based was held on November 20, 1939.

The amendments add one new coal-tar color to the list of those found harmless and suitable for use in drugs and cosmetics. This color, D&C Red No. 38, has previously been known as "Deep Red" and "Maroon." The new regulations permit the use of one-tenth of 1 per cent benzoate of soda as a preservative in liquid coal-tar color mixtures. The changes in the regulations will also permit the use in Easter egg dyes of certain aluminum lake colors in combination with harmless, non-nutritive diluents.

The labeling requirements with respect to household colors have been simplified, a sliding scale of fees, designed to lessen the expense of certification for manufacturers of small batches, has been placed in effect, and certification will be permitted on the basis of the submission of a smaller sample.

Kelton Cosmetic Co. expands manufacturing facilities

Kelton Cosmetic Co., 43 W. Twenty-seventh Street, New York, N. Y., again has expanded its manufacturing facilities, with the addition of more floor space and the installation of new and improved equipment. These new facilities have been acquired in order to better its service to customers.

Eugene L. Ach and George Grunberg in charge of Glass Industries Inc.

Glass Industries, Inc., which is specializing in the production of miniature bottles and vials is under the direct management of George Grunberg, the pioneer who introduced decorated vials and novelty glassware to the perfumery industry over two decades ago, and of Eugene L. Ach who has had broad general business experience.

Mr. Ach was born in Dayton, Ohio, and subsequently moved to Cincinnati where he received his elementary education. He then went to Phillips Exeter

George Grunberg Eugene Ach

Academy and after being graduated from that institution entered Harvard College from which he was graduated in 1916. The following year he was married. At the outbreak of the war he enlisted and served as a lieutenant in the army. After demobilization he was engaged in manufacturing in Dayton specializing in sales work. He sold the business in 1937 to enter the financial field with headquarters in Cincinnati; and in 1939 he formed the association with George Grunberg in Glass Industries, Inc., in which organization he is vice-president and treasurer. Jacques L. Ach is secretary and George Grunberg is president and general manager.

Mr. Grunberg who has been identified with the novelty glass ware business for over a quarter of a century creates many of the designs which the company offers. It is his belief that in a decade American manufacturers will completely replace foreign sources of supply for miniature and novelty glassware who, up until five years ago had the market largely to themselves. He also feels that American manufacturers have an excellent opportunity for developing sales in the orient, Egypt, Australia and in Latin America.

Incidentally Mr. Ach's son, F. J. Ach, who is a freshman in Harvard, is specializing in the chemistry of glass so as to take his place in the organization when he finishes his education.

London House Ltd. changes name to John Hudson Moore Inc.

London House Ltd., which has imported toiletries, etc., from England since 1929 has changed its name to John Hudson Moore, Inc. Mr. Moore founded the company.

The company plans to import from foreign countries other than Great Britain and to distribute an additional number of domestic products. There will be no changes in personnel.

Givaudan-Delawanna to be in new quarters, May 20

After May 20 the executive offices and service laboratories of Givaudan-Delawanna, Inc., will be located at 330 West 42nd St., New York, N. Y.

Larger quarters are required, the company announced, because of the growth and development of the organization which in conjunction with its affiliated establishments abroad is probably the largest producer of aromatic chemicals and perfume materials in the world.

Florasynth-dora sextet wins prize for originality

For the second consecutive year Florasynth Laboratories, Inc., won the cup for the best exhibit based on educational value and true motif — the gay nineties — at the annual exposition of the California Cosmetic Assn. in the Wilshire Bowl, March 26. Its exhibit consisted of nine dancing dolls on a revolving stage each containing a typical gay nineties perfume which was exuded as the dolls were pressed. The explanatory matter which showed the ingredients from which the perfumes of the period were made was rated highly by the judges. A brochure was distributed

which showed 1888 and 1895 labels of Schmoller & Bompard and current labels of the Florasynth Laboratories and also included a picture of the factory of Mercur Essence & Essential Oils established by the father of Dr. Alexander Katz.

First court test of FDA labeling regulations

The first court test of the validity of a labeling regulation issued under the new Federal Food, Drug and Cosmetic Act is now in litigation. The U. S. Cane Sugar Refiners Assn. and the U. S. Beet Sugar Assn. have appealed to the Circuit Court of Appeals for a judicial review of an order by the Secretary of Agriculture permitting peach canners to use dextrose without indicating the ingredients on the label.

Cadette Products Corp. officers listed

The officers of Cadette Products Corp., Rutherford, N. J., are: William A. Schmitt, president; Herman Grossmann, vice president; Ernst G. Wellenkamp, treasurer, and Fred G. Cottrell, secretary. Mr. Sullivan, one of the organizers, is associated with the Dove Advertising Co.

Packaging exposition attracts visitors from all over country—sales reported

Again the tenth packaging exposition at the Hotel Astor, late in March, attracted men interested in packaging all over the country to New York City. The display of the entries in the Wolfe award competition of the American Management Assn. were of especial interest. The conferences were informative and relevant to all branches of the packaging industry.

Among the exhibits of especial merit were: Owens-Illinois Glass Co., Aluminum Co. of America, Economic Machinery Co. and the E. I. du Pont de Nemours & Co. The operation of the labelers made by the Economic Machinery Co. was explained in a simple and effective way. The du Pont exhibit showed in a graphic way the change in storekeeping that has taken place since packaging became a more important factor in merchandising. Other exhibits of note were: Armstrong Cork Co., Bakelite Corp., Celluloid Corp., Hazel-Atlas Glass Co., Horix Mfg. Co., Monsanto Chemical Co., Package Machinery Co., Pneumatic Scale Corp., Stokes & Smith Co. and Potdevin Machine Co.

Mayor Jamieson Bone chief speaker at Canadian T.G.M.A.

Mayor Jamieson Bone of Belleville, Ont., Canada, president of Jamieson Bone & Co., was the chief speaker at the April 1 meeting of the Canadian Toilet Goods Manufacturers Assn.

United Drug president writes eulogy on late associate

Walter H. Willson, director of the United Drug Co., Ltd., died suddenly in Toronto, March 21. He was born in Florence, Ontario. After graduation from the Ontario College of Pharmacy in 1897 he became a Rexall druggist in Leamington. In 1926 he was appointed a director of United Drug Co., Ltd. He is survived by his widow.

An eloquent eulogy was written by John Rexall Kennedy, president of United Drug Co. Ltd.

Synthesis of pantothenic acid, a vitamin in living tissues, announced

The synthesis of pantothenic acid, a vitamin which appears to be present in all living tissues, is announced jointly by Dr. Roger Williams of the University of Texas and Dr. Randolph T. Major, director of research for Merck & Co. The synthesis was completed in the Merck laboratories by Doctors E. T. Stiller, J. C. Keresztesy and J. Finkelstein, who together represent an interesting combination of experience in vitamin research.

Chemists who completed synthesis of pantothenic acid, present in all living tissues in minute amounts, examine one of the final stages in their work. Left to right: Doctors R. T. Major, W. H. Engels, Karl Folkers, J. Finkelstein, J. C. Keresztesy and E. T. Stiller.

Bristol-Myers Co. dedicates recreation building at its plant

The recreation building of the Bristol-Myers Co., Hillside, N. J., was dedicated April 5. The chief speaker at the exercises was Gov. A. Harry Moore of New Jersey. Fred Allen amused the audience with his remarks and other entertainment was provided by Peter Van Steeden and his orchestra and by the Merry Macs. Dancing and refreshments followed the formal exercises.

Items of Interest

Karoff Ltd. has been organized by Robert Karoff at 347 Fifth Ave., New York, N. Y., to manufacture toiletries.

Parfums Schiaparelli has leased space at 6 W. Forty-eighth St., New York, N. Y.

R. H. Macy & Co., New York, N. Y., has leased a factory in Jamaica, N. Y., to manufacture drug and cosmetic products.

American Home Products Co., Jersey City, N. J., has acquired the business of Antrol Laboratories, Los Angeles, makers of insecticides.

Walter Janvier, Inc., as of April 1, began operating in association with Harold F. Ritchie & Co., Rockefeller Plaza, New York, N. Y. Officers are: William McKinney, president; Joseph Hearn, vice-president; and W. R. Andler, director.

The upswing of Coty, Inc. to substantial profits since 1935 was due to adherence to a policy of no deals and no specials according to H. L. Brooks, president.

Evans Chemetics, Inc. has been organized by Dr. Ralph Evans to manufacture private label cosmetics. Dr. Evans and Dr. Neal Andrews jointly own Inecto, Inc., Hoboken, N. J. The new concern is a branch of a London concern.

The Coventry Soap Co. has been formed to make toilet soaps. Its plant is located in the Larkin building, Buffalo.

How Yardley protects windows from flying glass in air raids

To prevent the danger from flying pieces of glass during air raids, the air raid precautions (*Continued on p. 94*)

A Perfect Sun Tan Product Must Contain . . .

Filtrosol A . . . . for creams, liquid creams, oils, etc.

	@ $3.50 lb.
25 lbs.	3.35 lb.
100 lbs. or more	3.25 lb.

Filtrosol B . . . water soluble, therefore, for aqueous emulsions, lotions, etc. Also suitable for lotions containing diluted alcohol.

	@ $2.00 lb.
25 lbs.	1.85 lb.
100 lbs. or more	1.75 lb.

We will be pleased to supply suggestions and formulas for the use of FILTROSOL in creams, liquid creams, oils and lotions, upon request.

Fixoresins

These ideal light colored fixatives completely solve the problem of stabilizing perfume materials. Their use reduces cost and increases lasting property. Recommended for toilet soaps, alcohol perfumes, and toilet preparations in general.

ABOUT 2-5 OZS. TO 100 LBS. OF SOAP.
1/8-3/4 OZS. TO 1 GAL. OF PERFUME.

	lb.		lb.
Bitter almond	$2.75	Neroli	$2.75
Carnation	3.10	Orange Flower	2.75
Citrus	2.90	Patchouly	3.00
Eau de Cologne	3.00	Pineneedle	2.50
Hyacinth	2.90	Rose	3.10
Jasmine	2.75	Sandalwood East Indies	2.75
Lavender	2.75	Vetiver	3.25
Lilac	2.75	Violet	3.00
Lily of the Valley	2.75	Ylang-ylang	2.90

Schimmel & Company, Inc.

601 West 26th Street - - - New York, N. Y.

CHICAGO CINCINNATI CLEVELAND LOS ANGELES NEW ORLEANS

STANDARD SYNTHETICS LTD.

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ESSENTIAL OILS
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TERPENELESS OILS
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FLAVORS

● New crop Italian Lemon Oil, our well-known "Leonardo Vinci" brand, is now arriving in New York.

Before placing contracts for your requirements, we suggest you get our prices.

Also, let us send you a trial copper of this popular true-flavored Lemon Oil.

We carry in stock Italian Orange, Bergamot and Mandarin Oils, as well.

Submit those flavoring or scenting problems to us. We either have just what you require among our many standard items, or our chemists can develop something special to meet any unusual needs. Latest catalog sent on request.

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TECHNICAL ABSTRACT SECTION

APRIL 1940

Compiled by Maison G. deNavarre, Technical Editor of The American Perfumer * * *

Bureau of Pharmacy
University of Md

The brief abstracts listed in this section provide you with a convenient key to the current scientific literature of the world on perfumes, cosmetics, toilet preparations, soaps, etc.

A—Analysis
B—Perfumes
C—Essential Oils
D—Cosmetics General
E—Deodorants
F—Depilatories
G—Creams General
H—Emulsion
I—Face and Other Powders
J—Make-up
K—Shampoo
L—Soaps
M—Dental Preparations
N—Antiseptics
O—Hair Preparations
P—Sun tan Preparations
Q—Miscellaneous
R—Oils and Fats
S—Shaving Preparations
T—Skin Absorption
U—Dermatitis
V—Manicure Preparations
W—Wetting and Foaming Agents
X—Permanent Waving Preparations

THE AMERICAN PERFUMER

A Analysis

Analysis of Sulfonated Oil, R. E. Porter et al., *J. Am. Leather Chem. Assoc.*, **34**, *440, 1939*. A comparison of findings made by the American Leather Chemists' Association, the American Society for Testing Materials and the Sulfonated Oil Manufacturers' Association. (Through *Soap.*)

Covering Power, *Determination of.* A. Davidsohn, *Paint Manuf.* **9**, *340, 1939*. A method suitable for routine examinations of covering power is described. Data on the instrument used is also included. (Through *C.A.*)

Determination of Alkali, C. Bauschinger, *Fette u. Seifen* **46**, *671, 1939*. The method utilizes barium naphthenate in determining free alkali in amounts not greater than 7 per cent. One gram of soap is dissolved in 20 cc of neutral ethyl alcohol and 10 cc of cyclohexane. Add 5 cc neutral barium naphthenate, shake, and titrate with 0.1 N alcoholic hydrochloric acid using phenolphthalein indicator. A blank is also run. A method of preparing barium naphthenate is given. Should the soap contain more than 50 per cent moisture, increase both ethyl alcohol and cyclohexane in like amounts.

Determination of Alkali in Colored Wax Emulsions, K. S. Nitsche, *Ole, Fette, Wachse, No. 6, 3, 1938*. Soaps and waxes are removed by salting out, and the free alkali in the remaining solution is determined according to one of three methods depending on the alkali suspected or present. (Through *J.A.Ph.A.*)

Diacetyl, *Colorimetric Determination in Dairy Products.* G. A. Cox and W. J. Wiley, *J. Council Sci. Ind. Research*, **12**, *227, 1939*. The method of Baisse and Martin (cf *C.A.* **31**, *6751, 1937*) is modified and found preferable to the nickel dimethylglyoxime technique because of its rapidity. It is reasonably accurate. (Through *C.A.*)

Dilatometer Measurement, A Tool in Fat Study. C. A. Coffey and H. T. Spannuth, *Oil & Soap*, **17**, *41, 1940*. A dilatometer, previously described by Salway, has been employed in the study of fats and their composition. Reproducibility of data in measuring fat volume change with temperature has been demonstrated. Fats and fat mixtures of widely different composition have been studied. The results show that fat differences as reflected in component fatty acid differences can be detected by the use of a dilatometer.

Ethyl Vanillin, Detection of. P. Stadler & K. Wagner, *Z. Anal. Chem.* **111**, *391, 1938*. The test of Griebel for vanillin is also given by ethyl vanillin. Precipitates formed by using this method are differentiated by dissolving in benzene with moderate shaking. The vanillin precipitate remains undissolved in the water phase, while the ethyl vanillin precipitate dissolves in the benzene layer to give a violet solution. By warming to 50-60° C, the blue crystals of vanillin dissolve in the water layer to form a yellow solution, while the violet color in the benzene layer remains unchanged. (Through *J.A.Ph.A.*)

Fatty Acids, Kaolin and Protein in Soap, Method of Determining of. B. I. Soibelman, *Maslob. Zhir. Delo No. 4, 12, 1938*. (See item under Section L.)

Identification of Commonly Used Waxes, S. Zweig and A. Taub, *Ind. Eng. Chem. Anal. Ed.*, **12**, *9, 1940*. Methods used are based on determination of physical and chemical properties. Saponification values less than 50 show presence of hydrocarbon waxes. Acid value below 3 or 4, indicates presence of not more than 10 per cent beeswax, montan or candelilla wax, and the absence of rosin or stearic acid. Acid values greater than 20 indicate the presence of more than 10 per cent stearic acid, or 13 per cent rosin. Acetyl values above 21 show more than 38 per cent carnauba wax or 11 per cent cetyl alcohol; below 10, carnauba is present in less than 15 per cent. An outline for the analysis of waxes or mixtures is given. Description of isolated fractions, charts and tables illustrate the tests mentioned.

The Isomerism of Linoleic Acid, J. P. Kass, W. O. Lundberg & G. O. Burr, *Oil & Soap* **17**, *50, 1940*. A search for isomerism of linoleic acid indicates the presence of only one form. The tetra-bromide number was shown to be affected by the pronounced solubility of alpha tetrabromostearic acid in the other bromides and in the solid acids. The thiocyanogen numbers of pure lineolic and linolenic acids were found to be different from the theoretical values and the authors recommend a revision for the calculations in the determination of the per cent of unsaturates in mixed fatty acids.

Notes on the Determination of Phosphates in Soap, L. B. Parsons and C. F. Haberstroh, *Oil & Soap*, **17**, *62, 1940*. Present A.O.C.S. methods for phosphate determination in soap are inadequate. Complicated phosphates such as tetra-sodium pyrophosphate and sodium metaphosphate are not completely precipitated by the reagents used. Silicates interfere with phosphate determination because they are occluded, especially so if heated to a high temperature. A volumetric method for the determination is recommended as reliable and with an accuracy of 1½ per cent. This method determines total P_2O_5 but does not differentiate between the phosphates. In the presence of mixtures, additional analysis must be made.

Olive Oil, Solid Acids of. R. Marcille, *Compt. Rend. 209, 730, 1934*. Difficulties of separating the fatty acids of the precipitated fat of Tunisian olive oil are described. Palmitic, arachidic acids were isolated. Solid fats of such oils are oleodipalmitins. (Through *C.A.*)

Oil of Peppermint, Iodine value of. L. H. Baldinger, *Proc. Indiana Acad. Sci.*, **48**, *107, 1939*. (See item under Section C.)

Perfume Content of Absolutes, S. Sabetay, *Ann. Chim. Anal.*, **21**, *173, 1939*. (See item under Section B.)

Saponification Velocity of Fats and Fat Acid Esters, T. Ono, *J. Agr. Chem. Soc. Japan*, **15**, *843 and 953, 1939*. All fats were saponified in benzene with alcoholic potash. At low temperatures, fish oils saponified more easily than vegetable oils. At 30° C, saponification of solid fats was more rapid than of liquid oils. When the amount of fat was larger

than that of the potash solution, reaction velocity diminished. Castor and perilla oils were saponified by alcoholic potash only, and with larger reaction velocities than those of sardine oil, coco butter and olive oil. The solubility of oils in alcohol may be a factor in this. Effect of molecular weight in glycerides was negligible, but in the case of fat acid esters the reaction velocity was reciprocal with the molecular weight. (Through *C.A.*)

Separation and Determination of 4-Aminodiphenylamine, I. S. Shupe, *J. Assoc. Off. Agr. Chem.*, **23**, *161, 1940.* A method for separating quantitatively of 4-aminodiphenylamine in the presence of related compounds such as p-phenylene diamine and others, is given. Acetyl and benzene-sulfonyl derivatives also have been studied.

B Perfumes

Animal Perfumes, H. S. Redgrove, *Mfg. Chemist*, **10**, *368, 1939.* Continuation of a series of articles describing basic perfumery materials and methods of using them. Described are ambergris, castor, civet, musk and their artificial substitutes. Usual strength of animal tinctures is 3 per cent. A consideration of the new synthetics used in place of musk and civet with suggestions for perfumes in which each type of fixative may be used.

Changes in Perfumery Technique, F. H. Sedgwick, *Soap, Perf. & Cosm.*, **12**, *969, 1939.* A comment on the changing trend in perfumery compounding and the remark that there is a tendency to produce fewer master perfumers in the future because of this.

Fluorescence of Aromatics and Volatile Oils *In Ultra-Violet Light.* A. Muller, *Deutsche Parf. Ztg.*, **26**, *37, 1940.* A comparison of the findings of Ekman and Samyschlayewa with those of the author, for a number of perfumery materials. Seventeen references.

New Materials for Perfumes and Cosmetics, Anon. *Mfg. Chemist*, **10**, *380, 1939.* Triethanolamine cetyl adipate, ethylene diglycolstearate, precipitated chalk and several proprietaries perfume compounds are described. A 15 per cent dispersion of triethanolamine cetyl adipate gives a milky white liquid emulsion.

Perfume Content of Absolutes, S. Sabetay, *Ann. Chim. Anal.*, **21**, *173, 1939.* A special technique using vacuum and ethylene glycol is used in determining the total perfume content of absolutes. Jasmin absolute so analyzed showed 30.7 per cent true perfume material; rose absolute 51.1 per cent; lavender absolute 73.6 per cent; Mousse-de-Chene 7.3 per cent. (Through *Mfg. Chem.*)

Perfume Fixative, Anon. *Alcohol News, February, 1940.* A solution of cellulose acetate in acetone or other suitable solvent containing plasticizer such as diethyl phthallate acts as solvent for perfume oils. Upon evaporation of the solvent the resulting film slowly releases the perfume aroma.

Perfumes, *U. S. Pat. 2,169,984.* Perfumes having an odor similar to rose jasmin, geranium and honey containing ketals are described. Compounds such as diisobutylpyrocatecholketal in mixture with others are used.

Peru Balsam, Anon. *Reichstoffind. u. Kosmetik No. 8 and 9, 159-162, 1939.* A review of properties and commerce in peru balsam. Methods of detecting adulteration are described. The pure balsam consists of benzyl benzoate, benzyl cinnamate, farnesol, cinnamic acid, vanillin and peruresinotannol.

Stabilizing Aldehydes, *U. S. Pat. 2,170,746.* Aqueous solutions of aldehydes are stabilized by adding a small amount of oxolate such as that of sodium or copper.

Terpineol, *U. S. Patent No. 2,178,-349.* Method of producing terpineol from pinene with sulfuric acid.

Toxicity of Triethylene Glycol, W. M. Lauter and V. L. Vrla, *J. Am. Pharm. Assoc.*, **29**, *5, 1940.* Triethylene glocol is less toxic than diethylene glycol when tested on rats. It is doubtful if the ether linkage of higher glycols affects the toxicity. The effect of p-amino-benzene sulfonamide upon the toxicity of triethylene glycol is discussed. In view of the findings, it is recommended that other glycols be studied as possible solvents for pharmaceutical use. Five references.

C Essential Oils

Bactericidal Action of Water Solutions of Essential Oils, F. dePotter. *Compt. Rend. Soc. Biol.*, **131**, *158, 1939.* A discussion. (Through *C.A.*)

Fluorescence of Aromatics and Volatile Oils in Ultra-Violet Light, A. Muller, *Deutsche Parf. Ztg.*, **26**, *37, 1940.* (See item under Section B.)

Oil of Peppermint, *Iodine value of.* L. H. Baldinger, Proc., *Indiana Acad. Sci.*, **48**, *107, 1939.* Preliminary experiments indicate that the iodine value of peppermint oil may serve as a criterion in its identification. Oils with high iodine values were low in menthol and high in menthone. Normal menthol and menthone showed iodine values between 62-72. Additional data are required for determining the range of iodine values. (Through *J.A.Ph.A.*)

Portugese Lavender, A. F. Costa, *Noticias farm. (Portugal)* **5**, *438, 1939.* The fresh flower of lavandula pedunculata Cav. growing wild, yields 0.21 per cent of oil containing 59.5 per cent ketones, free alcohols 11.63 per cent, esters 3.28 per cent; the oil resembles that from Lavandula stoechas L. (Through *C.A.*)

Swedish Pine Needle Oil, Components of. W. Sandermann, *Seifens. Ztg.*, **66**, *863, 1939.* Properties and composition of different fractions obtained by distillation.

D Cosmetics General

Acid Cosmetics, Anon. *Mfg. Chemist*, **11**, *No. 1, 17, 1940.* Seven formulas utilizing six proprietary emulsifiers. A pineapple cream may be made from acid emulsifier 15 parts, proprietary wax 5 parts, absorption base 5 parts, water 30 parts, glycerine 5 parts, pineapple juice 20 parts with sufficient preservative.

Bath Granules, *British Patent No. 498,743.* A granular product consisting of starch, a water softening agent and a sulfonated foaming material. For example, 80 per cent starch, 10 per cent sodium sesquicarbonate and 10 per cent sodium lauryl sulfate tinted and scented is used as described.

Bentonite, Anon. *Drug & Cosm. Ind.,* **46,** *221, 1940.* Analysis corresponds to the formula (Mg. Ca) O. Al_2O_3. $5SiO_2nH_2O$. Properties of bentonite in various mixtures is described. Two entirely different gels are given as examples as follows: (a) Bentonite 2 grams, water 30 grams and (b) Bentonite 5 grams, water 20 grams. Bentonite can be used to stabilize suspensions and emulsions. Stable calamine lotion may be made from cuticolor powder 15 parts, bentonite 2.5 parts and rose water to make 100 parts.

Cake Cosmetic, *British Pat. 501,-732.* (See item under Section J.)

Cleansing Pads, J. M. Vallance, *Soap, Perf. & Cosm.,* **12,** *909, 1939.* The success of pad cosmetic cleansers suggests the possibility of exploiting similar products for men. Such pads should be larger than the usual, and perfumed with cologne or lavender compounds. Sulfated fatty alcohol 1.5, hygroscopic agent 20, boric acid 0.5, and distilled water 78, will make a satisfactory product. Sulfonated oils and witch hazel may also be used. In general the same hygroscopic agents may be used in these pads as in other pad cosmetics. Other formulas and recommendations are made.

Cosmetic Creams and Lotions, *British Patent 498,890.* A preparation which changes color when removing the acid residues on the skin is composed of a mild alkali such as 3 per cent of sodium bicarbonate together with bromo-thymol-blue indicator, so that changes in cream color may be noted.

Cosmetic Manual, J. Kalish, *Drug & Cosm. Ind.,* **46,** *168, 1940.* Thirty-one formulas for various liquid creams. Included in the group are cleansing, skin, hand, foundation and finishing lotions. Lotions have a certain advantage over cosmetic creams in that they spread more readily. Their sales appeal is governed by the product viscosity. Preparation must flow readily from the bottle. Stability is a paramount quality. One formula contains 4.9 parts triethanolamine stearate, 25.2 parts mineral oil and water 69.9 parts. Another formula contains 2.5 parts glyceryl monostearate, 1.5 parts sesame oil, 5 parts glycerine and 91 parts of water. The article and formulas are a review of those found in the literature.

Cucumber Milk, Anon. *Seifens. Ztg.,* **66,** *812, 1939.* A cucumber cream may be made from the following ingredients: 24 anhydrous lanolin, 1 spermaceti, 30 preserved cucumber juice, perfumed with vanillin and heliotropin.

Eye Lotion, *British Patent 500,266.* Exact proportions of 21 ingredients are tabulated and used in the preparation of eye lotions.

Glycerine Pomade, *French Patent No. 827,095.* Glycerine solidified by means of fatty alcohols allows the addition of other materials. For example, melt 9 parts myristyl alcohol, 90 parts anhydrous glycol, add 1 part sodium cetyl sulfate and 10 parts starch solution. Shake until cold. The resulting semi-solid mass may be used as a skin pomade.

Oxygen Generating Composition, *U. S. Pat. 2,170,052.* A composition for use in oxygen baths consists of a per compound such as sodium perborate or percarbonate, and sodium lignin sulfonate to act as stabilizer during storage as well as accelerator when mixed with water.

Salve Bases, H. v. Czetsch-Lindenwald and F. Schmidt LaBaume, *Deut. Apoth. Ztg.,* **54,** *1110, 1939.* A review of the substitutes which may find use in preparing the different kinds of ointments required in the pharmacy. Substitutes are described in detail regarding amount needed, limitations and method of use.

Stabilization of Hydrogen Peroxide, K. Holl. *Deut. Apoth. Ztg.* **54,** *946, 1939.* The report gives the results of two years of testing of different stabilizers and their effect on hydrogen peroxide solutions. Products tested were benzyl alcohol, acetanilide and methyl p-hydroxy benzoate. The latter was found to be most effective.

Toxicity of Triethylene Glycol, W. M. Lauter and V. L. Vrla. *J. Am. Pharm. Assoc.* **29,** *5, 1940.* (See item under Section B.)

Vanishing Cream, Anon. *Seifens. Ztg.* **66,** *822, 1939.* Take 85 parts of stearic acid, 5 of anhydrous lanolin, 10 of spermaceti, 45 of glycerine-5 of triethanolamine, 2 of borax, 240 of water, 2 of perfume dissolved in 10 of alcohol, and manufacture in the usual way.

Washing Leaflets, *British Pat. 488,-291.* A mixture of higher sulfonated alcohols or derivatives thereof, methyl cellulose and a water soluble resin. Perfume or disinfectants may be added.

Water-in-Oil and Oil-in-Water Emulsions, R. M. Gattefossé. *Soap, Perf. & Cosm.,* **12,** *961, 1939.* (See item under Section H.)

Water Soluble Cosmetic Capsule, *U. S. Patent 2,170,253.* Urea shaped into the form of a capsule containing perfume is compressed with at least 1000 Kg pressure per sq. cm to render the urea impervious to loss of perfume without losing the solubility.

E Deodorants

Deodorant Soap, *U. S. Pat. 2,177,-055.* A soap pressed into cake form consists of 10-30 per cent of sodium bicarbonate, exhibits good lathering action and is a deodorant.

pH of Human Perspiration, Editorial. *Soap, Perf. & Cosm.,* **13,** *No. 1, 29, 1940.* An editorial reporting an article by W. Kopaczewski (*Bull. Sc. Pharm.,* **46,** *1939*) whose findings conflict with those of Schade & Marchionini. The chemical composition of sweat varies with the individual. Average secretion is 40 cc per kilogram per hour for a normal man in repose. Exhausting work causes very alkaline sweat, while other causes produce an acid sweat. Extreme ph figures are from 4.7 to 7.5 with 6.0 as the average pH.

Sweat Stains, Anon. *Laundry Age,* **19,** *No. 12, 84, 1939.* (See item under Section Q.)

F Depilatories

Depilatory, R. Airoldi. *Atti ufficiale assoc. ital. chim. tec. conciria,* **2,** *251, 1939.* Preliminary note on the unhairing action of fruits of Solanum campulacanthum Hochst of Italian East Africa. Unhairing action is attributed to proteases contained in the fruit. (Through *C.A.*)

Depilatory, *French Pat. 844,529.* Alkaline solutions of mercaptans or their substitutes are used as depilatories. As example are given compounds such as ethyl-mercapto-aniline, benzyl-mercaptosulfonic acid, mercapto-ethyl-sulfonate and others.

Depilatories, A. Voigt. *Seifens. Ztg.,* **66,** *883, 1939.* A review of contemporary thought, patents and literature. Fifteen references, twenty-five patents.

G Creams General

Glycerite of Starch in Creams, Editorial. *Mfg. Chemist,* **11,** *Nos. 1, 4, 1940.* The use of glycerite of starch is again gaining favor in France. Glycerite of starch may be used in vanishing creams where it develops its properties to the greatest degree.

Hydrogenated Oil as an Ointment Base, II, G. W. Fiero. *J. Am. Phar. Assoc.,* **29,** *18, 1940.* A compression-consistency and a penetration-consistency apparatus are described. Hydrogenated vegetable oils do not develop rancidity, whereas lard and partially hydrogenated lard become distinctly rancid under similar conditions. In sunlight, partially hydrogenated oils with an iodine value more than 50 became rancid, but not to the same extent as did lard. Hydrogenated oils with iodine values less than 10 did not become rancid at the same rate as did partially hydrogenated oils (I.V. 50). Of all the oils tested, hydrogenated sesame oil was superior from the standpoint of rancidity. None of the samples were able to retain emulsified water to the extent that hydrogenated castor oil did except coconut oil containing lecithin. Hydrogenated lard had water retention properties.

Massage Creams, *U. S. Pat. 2,172,-118.*

Pharmaceutical Ointments and Emulsions, R. G. Harry. *Mfg. Chemist,* **11,** *Nos. 1, 13, 1940.* Certain cream bases used in cosmetic practice are finding application in pharmaceutical preparations. Boric acid, sulfur, ichthammol, oil of tar are among the ingredients which may be used in conjunction with such cream bases. A proprietary wax composed of stearyl alcohol, containing a minor percentage of wetting agent is suggested for use in such ointments.

Vanishing Cream, Anon. *Seifens. Ztg.,* **66,** *822, 1939.* (See item under Section D.)

H Emulsions

Castor Oil Emulsions, S. P. Zeldin, N. G. Kiselev & Samarin. *Byull. Lako-Krasochnoi Prom., Nos. 4, 36, 1938.* Ethanolamine and triethanolamine as oleates are excellent emulsifiers for the system castor oil-water. Two types of emulsions (water-in-oil or oil-in-water) may be formed depending on the quantity of emulsifier used. (Through *C.A.*)

Determination of Alkali in Colored Wax Emulsions, K. S. Nitsche. *Ole, Fette, Wachse, Nos. 6, 3, 1938.* (See item under Section A.)

Emulsifiers, French Pat. 840,778. Dimethylcetylsulfonium-p-toluenesulfonate is an example of emulsifier described. Method of preparing such compounds are given.

Emulsifiers, *U. S. Pat. 2,178,522.* Polymerized nitriles are hydrogenated. For example, the nitrile of linseed oil fatty acids, oleonitrile or stearonitrile are hydrogenated to produce emulsifying agents for fats or oils, plasticizing agents, detergents, fungicides, etc.

Emulsion Stability, E. J. W. Verwey. *Chem. Weekblad,* **36,** *800, 1939.* Electrical conditions in dispersed solid and emulsion are compared. The function of emulsifying agent is to cause the formation of a double layer at the interface of the two phases, similar to that produced on the surface of a solid. (Through *C.A.*)

Methyl Cellulose as Emulsifier, H. Clemens & H. W. Read. *Australasian J. Pharm.,* **20,** *191, 1939.* Stability of emulsions of oils in methyl cellulose is only slightly less than that of similar emulsions made with acacia. Five formulas are given. Methyl cellulose has advantages over gums in that it will not ferment. (Through *J.A.Ph.A.*)

Pharmaceutical Ointment Emulsions, R. G. Harry. *Mfg. Chemist,* **10,** *366, 1939.* Pharmacy may profit from utilizing new cosmetic materials in compounding drug ointments and emulsions. Some of the new esters are described.

Water-in-Oil and Oil-in-Water Emulsions, R. M. Gattefossé. *Soap. Perf. & Cosm.,* **12,** *961, 1939.* Oil-in-water emulsions are indicated for use as restorers or rejuvenators, while the water-in-oil type is best for the purpose of protectants for certain types of skins. The purpose of water, in a water-in-oil emulsion, is to alter the butter-like character of the product and to diminish the drying effect of the anhydrous fats. The skin as a protein gel is affected in a different manner by either type emulsion. Water-in-oil emulsions are preferred by skins of the sub-Nordic type, whereas the reverse type is to be preferred by skins of the Continental type. Other factors in skin health are discussed.

Water in Oil Emulsifying Agents, I. J. L. Powers, H. B. Leask & R. S. Warner. *J. Am. Pharm. Assoc.,* **29,** *14, 1940.* Results of the investigation of the emulsifying constituents of lanolin. Anhydrous lanolin was saponified by three different methods, and the cold method not previously mentioned was found to be the most satisfactory. The unsaponifiable portion was separated into four fractions. Relative efficiencies of certain components of lanolin as emulsifiers have been determined. The emulsifying ability of cholesterol alone is much lower than when mixed with choles-

terol esters, and in petrolatum. No one combination as a suitable ointment base can as yet be recommended. Thirty references.

I Face and Other Powders

Covering Power, Determination of, A. Davidsohn. *Paint Manuf.*, **9**, *340, 1939.* (See item under Section A.)

Face and Toilet Powders, Anon. *Mfg. Chemist,* **10**, *376, 1939.* A resumé of modern practice. Suggestions and formulas for compounding compact, talc, liquid and face powders are given. A talcum powder may be made from 85 per cent talc, 10 per cent boric acid, 5 per cent magnesium stearate and perfume a sufficient amount.

Face Powder Pulverizing, F. Chilson. *Drug & Cosm. Ind.*, **46**, *89, 1940.* There is an optimum point below which it is undesirable to reduce the particle size of face powder. Indifferent success of pulverizers in the trade is due to misunderstanding of operating conditions required. Face powder really requires rubbing rather than milling. Attrition mill has certain advantages over others.

Observations on Face Powder, J. Glenn. *Soap, Perf. & Cosm.*, **13**, *118, 1940.* A review of requirements for various talcums, dusting, foot, deodorant and face powder. A formula for face powder is evolved to illustrate the reasoning for addition of each ingredient. Notes on tinting, color control and manufacture are included.

pH and Stability of Colloidal Powders, J. Rouvillois. *Mem. artillerie franc.*, **17**, *773, 1938.* A review of advantages of using pH. Later articles will discuss stability of powders by applying pH methods. These results are to be compared to titration and colorimetric technique. (Through *C.A.*)

Powder Make-up, *French Pat. 829,-367.* A powder intended to be mixed with water and used as a paste has the advantage over a regular paste in that it doesn't harden on standing. Such a mixture consists of 40-65 calcium carbonate, 1-15 sodium ricinoleate, 1-15 sulfonated fatty alcohol, 2-10 calcium or zinc stearate, 5-17 lithopone, 50-17 zinc oxide, 3-8 sodium caseinate, 1-8 gelatin, 1-10 coloring material. Mix 50 parts of this powder with from 50-70 parts water.

Titanium Pigments, J. A. Lutz. *Am. Paint J.*, **24**, *52 (December, 1939).* A general discussion of titanium pigments and their properties. (Through *C.A.*)

J Make-Up

Cake Cosmetic, *British Pat. 501,-732.* A dry cake is made from an emulsion of oil and wax (0.8-80 per cent), a dispersing agent (1-13 per cent), in a large volume of water to which is added 35-80 per cent of filler, color and pigment. The whole is then dried, pulverized and compressed into shape.

Cosmetics for the Eyes, H. Janistyn. *Seifens. Ztg.*, **66**, *783, 1939.* Eyelid preparations with twelve formulas showing method of formulation are described. An eyelash lacquer is made from 10 parts carbon black, 10 gum acacia, 80 rosewater sufficiently preserved. Eyelash oil contains 99.5 per cent mineral oil and 0.5 per cent almond oil fatty acids.

Cosmetics for the Eyes, H. Janistyn. *Seifens. Ztg.*, **66**, *823, 1939.* Six formulas for the formulating of mascara are given, together with notes on compounding. A mascara based on glyceryl monostearate is: 10 per cent glyceryl monostearate, 5 per cent triethanolamine or tri-isopropanolamine, 15 per cent stearic acid, 20 per cent petrolatum white, 25 per cent white or yellow beeswax, 13 per cent water, 2 per cent gelatin and 10 per cent carbon black. Make a solution of gelatin, add amine and separately melt fats and waxes with pigment. Add water to fats.

Effect of Light on Bromo Acid and Erythrosine, O. L. Evanson. *J. Assoc. Off. Agr. Chem.*, **22**, *773, 1939.* Water solutions of erythrosine fade quickly, while 47.5 per cent alcohol solutions fade slower. Iodine seems to be liberated from solutions of erythrosine and bromine from bromoacid solutions by light action. Other dyes when present in conjunction with the above-mentioned dyestuffs may be destroyed by chemical action of the halides.

Powder Make-up, *French Pat. 829,-367.* (See item under Section I.)

Sensitization to Simple Chemicals, R. Hecht, L. Schwarzchild and M. B. Sulzberg. *N. Y. State J. Med.*, **39**, *2170, 1939.* It is suggested that the irritating or sensitizing substance of commercial bromo-acid is an impurity or by-product, either producing sensitization alone or in conjunction with bromo-acid. This belief is based on the results of catch tests made with both pure and commercial bromo-acid. (Through *C.A.*)

K Shampoo

Constituents of Sulfonated Oils, R. M. Koppenhoefer. *J. Am. Leather Chemists Assoc.*, **34**, *622, 1939.* Extensive analysis of various sulfonated oils disclosed the following facts: With castor oil the hydroxyl group of ricinoleic acid is attacked. Sulfonation in the double bond occurs at the same time but to a lesser degree. Neatsfoot oil is attacked at the double bond. Cod liver oil is attacked at the double bond primarily. A certain amount of free fatty acid will probably diglyceride and liberate during the reaction. (Through *Oil & Soap*)

Detergency Tests, F. A. Lucy. *Textile World,* **89**, *No. 11, 73, 1939.* (See item under Section L.)

Dry Shampoo, Anon. *Soap, Perf. & Cosm.*, **12**, *988, 1939.* A cologne type dry shampoo may be made as follows: 2 parts ammonia solution, 2 parts eau de cologne compound, industrial methylated spirit 45 parts, and distilled water 50 parts.

Hair Wash, *German Pat. 663,818.* Products useful in hair washes are made from a N-methylated u-undecylbenzimidazole with a sulfonating agent.

Liquid Soap from Fatty Acids, Anon. *Seifens. Ztg.*, **66**, *812, 1939.* Melt together 60 per cent coconut

fatty acids, 30 per cent oleic acid and 10 per cent castor fatty acids, and at a temperature of 80°C add 100 parts 25°Be potash. Check for alkalinity and adjust. Then dilute to anhydrous soap content desired such as 10-15 per cent, and perfume.

L Soaps

Cleansing Composition, *U. S. Pat. 2,186,017.* A product containing phosphoric acid and an extractive from the group orthodichlorbenzene or methyl isobutyl ketone. The product is used as a cleaner for stainless steel and like alloys.

Cold Process Soap, J. M. Vallance. *Soap,* **16,** *Nos. 1, 21, 1940.* Cold process of soap-making is staging a revival. Problems of formulation, temperatures, framing and preservation are reviewed.

Cold Process Soap, J. M. Vallance. *Soap,* **16,** *Nos. 2, 31, 1940.* Part two of a series. A description of fillers and method of perfuming. English cold made soap of the White Windsor may be perfumed with a composition of Java citronella oil 45, rosemary oil 16, and terpineol 39. Coloring of soap is reviewed. Suggestions for utilizing scrap are made.

Cosmetic Manual, J. Kalish. *Drug & Cosm. Ind.,* **46,** *281, 1940.* Thirty-two shampoo formulas. A review of properties of various soaps. One gram of potassium hydroxide may be replaced by 0.714 grams of sodium hydroxide or 2.4 grams of triethanolamine. These figures are for pure alkalies. One shampoo is made from 16 parts of coconut oil, 4 parts potassium hydroxide and 80 parts of water. Another formula contains coconut oil 36.4, olive oil 9.1, potassium hydroxide 9.1, and water 45.4 parts.

Deleterious Effects of Soap Substitutes in Dentifrices, S. Epstein, A. H. Throndson, W. Dock and M. L. Tainter. *J. Am. Dental Assoc.,* **26,** *1461, 1939.* Sodium lauryl sulfate and sulfoacetate are irritating to the nose. They produce conjunctivitis in rabbits more intense than that produced by soap. These soap substitutes are used in certain dentifrices. (Through *Oil & Soap*)

Deodorant Soap, *U. S. Pat. 2,177,055.* (See item under Section E.)

Deodorant Toilet Soaps, *British Pat. 506,903.* Soap is mixed with chromium oxide and mexamethylenetetramine. Aluminum acetate may also be added.

Detergent, *U. S. Pat. 2,169,829.* An acid mixture consisting of boric acid and sodium lauryl sulfate. The product lathers well and is a good cleanser.

Detergent, *U. S. Pat. 2,178,173.* Compounds suitable for use in cosmetic preparations as detergents or emulsifying agents. Polymerized alkylolamines are treated with carboxyllic acids and alcohols with chains of six carbons or more, then caused to react with oxygenated phosphorus or sulfur acids. See also *U. S. Pat. 2,178,174.*

Detergency Tests, F. A. Lucy. *Textile World,* **89,** *No. 11, 73, 1939.* The adsorption of detergent from a soluble onto the fiber and dirt particles is believed to be the principal phenomenon involved in detergent action. Adsorption is poor at low temperatures, good at higher temperatures and reduced again at extremely high temperatures. Detergents composed of large molecules work best at high temperatures; compounds composed of small molecules work best at cold temperature. There is a set of conditions for each detergent which renders the most effective. (Through *Oil & Soap*)

Distilled Fatty Acids in Soap Manufacture, F. Whittka. *Seifen. Ztg.,* **66,** *153, 1939.* Distilled fatty acid soaps behave unsatisfactorily in storage. The probable cause of this may be due to the presence of large amounts of readily oxidizable sterols or a high content of iso-oleic acid with the possibility of contamination due to traces of twitchell reaction.

Fatty Acids, Kaolin and Protein in Soap, Method of Determining of. B. I. Soibelman. *Maslob. Zhir. Delo No. 4, 12, 1938.* To 0.5-0.8 grams of soap add an excess of sulfuric acid and 2 cc of water, then shake with 8 cc of ether and centrifuge. Four cc of the ether layer are taken out and evaporated. The weighed residue represents the total fatty acids after computing from the following formula: 795a/A-(4-0.84a), where *a* is the residue weight and *A* the weight of soap sample. To another 0.5-0.8 gram sample of soap add 2 volumes of ethyl alcohol and 3 cc of water and centrifuge. The residue is washed three times with ethanol and centrifuged. This residue is kaolin. The first alcohol separated is treated with an excess of sulfuric acid and extracted with ether to remove fatty acid. More ethanol is added and the precipitate collected after centrifuging, washed, dried and weighed in as protein. (Through *J.A.Ph.A.*)

Hemoylitic Action of Soap Substitutes, F. Deichmuller. *Fette u. Seifen,* **46,** *645, 1939.* Several well-known wetting agents were tested for the hemolitic effect which was found to be weaker than that of sodium oleate. Unlike soap these substances were however unaffected by calcium salts.

Liquid Soap from Fatty Acids, Anon. *Seifen. Ztg.,* **66,** *812, 1939.* (See item under Section K.)

Monel Metal Equipment, R. Muller. *Fette u. Seifen,* **46,** *346, 1939.* The corrosive action of materials used in the oil and fat industries is determined on monel metal as well as on other metal containers. The composition of a number of alloys is also described. Tables give the corrosion data found.

Modern Household Cleaners, C. V. Cardew. *Mfg. Chemist,* **11,** *No. 3, 49, 1940.* Two formulas are given for modifying present cleaners because of impositions by war conditions. Other suggestions embody substitutions for most every kind of cleanser in use.

Notes on the Determination of Phosphates in Soap, L. B. Parsons and C. F. Haberstroh. *Oil & Soap,* **17,** *62, 1940.* (See item under Section A.)

Pharmacology of Soaps, B. E. Emergy and L. D. Edwards. *Oil & Soap,* **17,** *64, 1940.* The authors study the irritant action of refined oil soaps on human skin. In the

case of oils of coconut, palm, palm kernel, cottonseed and avocado, soaps containing lauric or myristic acids or both were found to be more irritating than soaps of oils not containing these. Castor oil soaps are the most irritant soaps of those studied. This action is unexplainable. In general potassium soaps are more irritating than sodium soaps. There are certain exceptions to this. Females are more subject to irritation than males. Further work on simpler mixtures of fatty acids must be done before any definite conclusions can be drawn on the irritant action of soaps.

Relative Detergency, J. Powney, R. W. Noad. *J. Textile Inst.*, **30**, *1157, 1939.* A study of suspending powder of different detergents. The deposition on textile in the presence of caustic soda is due to sodium ion effect. Sodium silicate and phosphate have a protective effect. Protective action for different soaps and substitutes is included. (Through *Soap.*)

Saponification Velocity of Fats and Fat Acid Esters, T. Ono. *J. Agr. Chem. Soc. Japan*, **15**, 843 and 953, 1939. (See item under Section A.)

Silicate as Protective. A. Foulon. *Allgem. Oel-u. Fette Ztg.*, **36**, *452, 1939.* Silicate action as protective in soap is due to its colloidal nature. The high alkalinity enhances detergency and prevents formation of heavy metal soaps. Perborate soaps are stabilized by the alkalinity.

M Dental Preparations

Deleterious Effects of Soap Substitutes in Dentifrices, S. Epstein, A. H. Throndson, W. Dock and M. L. Tainter. *J. Am. Dental Assoc.*, **26**, *1461, 1939.* (See item under Section L.)

Dental Plate Cleanser, Anon. *Drug & Cosm. Ind.*, **46**, *114, 1940.* A composition of 45 per cent trisodium phosphate, 45 per cent sodium chloride and 10 per cent sodium carbonate is suggested. Trisodium phosphate may be used in equal parts with sodium chloride, or trisodium phosphate may be used alone for the purpose if the first formula clumps too much.

Denture Cleanser, *British Pat. 506,-451.* A denture cleanser is made from 2 parts of sodium peroxide and 3 parts of sodium chloride. Sodium carbonate, calcined soda, phosphates and other agents may be added.

Denture Fixative, Anon. *Mfg. Chemist*, **10**, *387, 1939.* Two formulas are recommended: (1) fine powdered tragacanth 50 parts, maize starch 50 parts, and (2) tragacanth fine powder 50 parts, acacia gum 44.5 parts, boric acid 5 parts and vanillin 0.5 parts.

N Antiseptics

Antiseptic. *U. S. Patent 2,174,976.* Heat together equal amounts of m-dihydroxybenzene and gum camphor until boiling and then boil for five minutes. The resulting product makes a suitable skin bactericide.

Bactericidal Action of Water Solution of Essential Oils, F. dePotter. *Compt. Rend. Soc. Biol., 131, 158, 1939.* (See item under Section C.)

Composition for Skin Infections, *U. S. Patent 2,175,780.* A product containing salicylic acid 2-12 per cent, menthol 2-15 per cent, and camphor in amounts from 3 to 15 per cent in an alcoholic vehicle.

Germicidal Properties of Paraffin, F. W. Tanner & H. F. Lewis. *Oil & Soap*, **17**, *26, 1940.* The sterilizing properties of hot paraffin are studied. Paraffin contributes to rigidity and strength; it improves and makes a more brilliant finish; it makes a hermetically seal possible; it is odorless, colorless and tasteless; it is inert to bacterial attack; it is free from micro-organisms; it is a water proofing material. The authors describe the results of their own work and review work of others.

Preservation of Cosmetic and Therapeutic Creams and Lotions. R. G. Harry. *Mfg. Chemist*, **11**, *No. 2, 44, 1940.* A review of the preservative effect of esters of p-hydroxybenzoic acid, p-chlormetacresol together with tests using propylene glycol to enhance solubility of the preservative. Propylene glycol was found to possess certain preservative action in itself.

O Hair Preparations

Brilliantine, Anon. *Mfg. Chemist*, **10**, *387, 1939.* A jelly brilliantine may be composed of spermaceti 14 pounds, beeswax 6 pounds, mineral oil 100 pounds and perfume 1 pound. Melt, strain, cool and perfume at 46° and package.

Constituents of Sulfonated Oils, R. M. Koppenhoefer. *J. Am. Leather Chemists Assoc.*, **34**, *622, 1939.* (See item under Section K.)

Dandruff Lotion, Anon. *Drug & Cosm. Ind.*, **46**, *235, 1940.* A product may be made from alcohol 50 parts, glycerine 10 parts, water 40 parts and about one part of beta naphthol dissolved in alcohol.

Hair Dye, *German Patent Application No. 56,666/30h.* A light brown tint of hair dye may be made from 2 grams of 2, 4-diamino-1-phenyl-chlorhydrate dissolved in 50 cc water containing 10 cc of 1/n NaOH 1 gram oleylmethyltauric acid sodium salt diluted with 40 cc water and 10 cc alcohol. Other shades are described.

Hair Wash, *German Pat. 663,818.* (See item under Section K.)

P Sun Tan Preparations

Darkening of Pigments by Ultra-Violet Light of Long Wave Length. G. Miescher & H. Minder. *Strahlentherapie*, **66**, *6, 1939.* A triple pigment phenomena consists of: direct tanning of human skin by ultra-violet of long wave length, darkening of pigmented portions of skin by irradiation with a mercury quartz arc, and darkening of pigmented skin upon warming to 56°. In each case there is an intake of oxygen by the pigment. Melanin exists in an oxygen-poor condition as well as in an oxygen-rich form. It is stabilized in the latter form. The darkening phenomena mentioned depends on the conversion by light or heat into the oxygen-rich form. (Through *C.A.*)

Melanin Precursors, W. L. C. Veer. *Rec. trav. chim.*, **58**, *949, 1939.* Oxidation of tyrosin by tyrosinase leads to formation of soap and 5, 6-dihydroxyindole-2-carboxyllic acid. The quinone of the latter is believed to be the precursor of melanin. (Through *C.A.*)

Photogenic Dermatosis, A. H. Lancaster. *South. Med. J.*, **32**, *495; Drug & Cosm. Ind.*, **46**, *229, 1940.* A study of six cases indicates that there is definite correlation between estrogenic hormone deficiency and photosensitivity. Administration of estrin prevented skin eruptions due to photosensitization and increased tolerance to sunlight.

Miscellaneous

Antioxidant, *Brit. Pat. 507,471.* A fraction of vegetable oils coming over first during the high vacuum, short path distillation of vegetable oils, is used as an antioxidant for oxidizable fats or oils.

Antioxidant, *Brit. Pat. 508,442.* Compounds of the type p-(p-tolyl amino) phenyl-urethane are used as antioxidants for perfumes, rubber, essential oils, soap, resins, fats and oils.

Bath Granules, *British Pat. 498,743.* (See item under Section D.)

Bentonite, Anon. *Drug & Cosm. Ind.*, **46**, *221, 1940.* (See item under Section D.)

Boric Acid Ointment Substitute, H. v. Szetsch-Lindenwald and F. Schmidt-LaBaume. *Munchner Med. Wochenschr.*, **87**, *43, 1940.* After a description of the effect of boric acid ointment, three alternate formulas are mentioned as substitutes for the present product. (Through *Deutsch Patf. Ztg.*)

Composition for Skin Infections, *U. S. Pat. 2,175,780.* (See item under Section N.)

Constituents of Sulfonated Oils, R. M. Koppenhoefer. *J. Am. Leather Chemists Assoc.*, **34**, *622, 1939.* (See item under Section K.)

Corrosion of Metals and Theory of Passivity, P. D. Dankov. *Bull. Acad. Sci. U.S.S.R. Classe Sci. Math. Nat. Set. Chim.*, **1938**, *1249.* An analysis of modern theories of passivity and corrosion. As a result of experiments, a modification for the oxide film theory of passivity is suggested. (Through *C.A.*)

Cosmetic Manual, J. Kalish. *Drug & Cosm. Ind.*, **46**, *168, 1940.* (See item under Section D.)

Cucumber Milk, Anon. *Seifens. Ztg.*, **66**, *812, 1939.* (See item under Section D.)

Detergent, *U. S. Pat. 2,169,829.* (See item under Section L.)

Diesters of Unsaturated Glycols. *U. S. Pat. 2,157,144.* Aliphatic acid chlorides of molecules containing C_{12}-C_{18} react with sodium or potassium to form diesters which are wax-like materials.

Dietetic Salt, Anon. *Mfg. Chemist*, **10**, *330, 1939.* A composition of sodium chloride 56 per cent, potassium iodide 0.1 per cent, and calcium phosphate B.P.C. to make 100 per cent. This product contains the equivalent of 20 per cent sodium ions.

Evaluation of Nitrocellulose Lacquer Solvents, V. W. Ware & W. O. Teeters. *Ind. & Eng. Chem.*, **31**, *1118, 1939.* Eight solvent mixtures are studied. Data obtained may be used to calculate solvent strength. With toluene as diluent, n-butyl acetate and isobutyl acetate have same solvency. Ethyl propionate is an excellent solvent in a position between ethyl and butyl acetate.

Eye Lotion, *British Pat. 500,266.* (See item under Section D.)

Germicidal Properties of Paraffin, F. W. Tanner and H. F. Lewis. *Oil & Soap*, **17**, *26, 1940.* (See item under Section N.)

Glycerine Pomade, *French Pat. 827,095.* (See item under Section D.)

Hemolytic Action of Soap Substitutes, F. Deichmuller, *Fette u. Seifen*, **46**, *645, 1939.* (See item under Section L.)

Hydrogenated Oil as an Ointment Base, II, G. W. Fiero. *J. Am. Phar. Assoc.*, **29**, *18, 1940.* (See item under Section G.)

Ink Specialties, C. F. Mason. *Chemical Ind.*, **45**, *427, 1939.* Formulas for thirteen different kinds of inks among which are stencil, writing, stamping, indelible hectograph and invisible inks.

Insect Repellent. *British Patent No. 508,163.* A composition of sucrose octa-acetate, quinine salt and oil of citronella, to which may also be added thymol and menthol, all dissolved in a soap base. Stockings and other articles of clothing so washed become insect repellent.

Insect Repellent, Anon. *Pharm. J.*, **89**, *232, 1939.* A composition of naphthalene 5 per cent, oil cedar leaf 1 per cent, oil sandalwood 1 per cent, linalyl acetate 2 per cent, zinc stearate 8 per cent, zinc peroxide 20 per cent, and talcum 63 per cent. This is used as a dusting powder.

The Isomerism of Linoleic Acid, J. P. Kass, W. O. Lundberg and G. O. Burr. *Oil & Soap*, **17**, *50, 1940.* (See item under Section A.)

Liquid Wax. *U. S. Patent 2,177,240.* Carnauba wax is emulsified with a morpholine compound, a fatty acid such as oleic acid, the mixture being emulsified so that the particles are of minute size thus drying bright. The emulsifying agent evaporates with the water leaving the coating impervious.

Liquid Wax Polish, *British Patent No. 506,425.* A comminuted wax is suspended in a wax emulsion suitably stabilized and thickened.

Morpholine Toxicity, T. E. Shea, Jr. *J. Ind. Hyg. Toxicol.*, **21**, *236, 1939.* Fed undiluted to albino rats, morpholine is lethal in concentrations of 1.6 grams per kilogram of rat. Skin applications damage the secreting tubules of the kidneys. Lung damage is like that caused by ammonia. When 12,000 p.p.m. are present in the air, the same is almost intolerable to humans. Neutralized, morpholine will not cause toxic symptoms when absorbed through the skin. Various animal experiments are reported. (Through *C.A.*)

Natural Resins, A. H. Warth. *Crown,* **28,** *No. 2, 14, 1939.* A review of the natural resins used in coatings.

pH and Stability of Colloidal Powders, J. Rouvillois. *Mem. artillerie franc.,* **17,** *773, 1938.* (See item under Section I.)

Pharmaceutical Ointments and Emulsions, R. G. Harry. *Mfg. Chemist,* **11,** *No. 1, 13, 1940.* (See item under Section G.)

Preservation of Cosmetic and Therapeutic Creams and Lotions. R. G. Harry. *Mfg. Chemist,* **11,** *No. 2, 44, 1940.* (See item under Section N.)

Preserving Fruit Juices, N. Levin & R. Steenhoff. *Svenska Brygareforen,* **51,** *185, 1936.* Methods of preserving fruit juices with boric, o-hydroxybenzoic, bencoid and formic acids is discussed. Such additions are not harmful. (Through *J.A.Ph.A.*)

Prevention of Corrosion in Soapmaking Equipment, A. Matagrin. *Industrie Chimique,* **25,** *435, 519, 1939.* A review of causes with suggestions found useful in British and American soap practice. (Through *C.A.*)

Recovering Soaps and Greases from Wool Scouring Liquors, C. H. S. Tupholme. *Ind. & Eng. Chem. News Ed.,* **17,** *No. 24, 789, 1939.* A new process illustrated with a flow sheet. A special solvent of acetone with methyl or ethyl acetate is recommended among other things. The ash content of recovered lanolin by this method is 0.07 per cent, and a larger percentage of metallic soaps are thus removed.

Salve Bases, H. v. Czetsch-Lindenwald and F. Schmidt LaBaume. *Deut. Apoth. Ztg.,* **54,** *1110, 1939.* (See item under Section D.)

Stabilization of Hydrogen Peroxide, K. Holl. *Dept. Apoth. Ztg.,* **54,** *946, 1939.* (See item under Section D.)

Sulfur Suspension, Homongeneous. Anon. *Gazette Pharm., Jan., 1939,* through *J. Am. Pharm. Assoc. Abst.,* **6,** *91, 1940.* (See item under Section U.)

Synthetic Waxes of the I.G., M. Aschenbrenner. *Fette u. Seifen,* **46,** *26, 1939.* Wax-like properties in the main are conferred by long aliphatic carbon chains, although substituent groups such as amino, acid and ester principally affect special properties. The I.G. waxes are made primarily from purified Montan wax, esterifying or otherwise altering the carboxyl group.

Sweat Stains, Anon. *Laundry Age,* **19,** *No. 12, 84, 1939.* Sweat stains may be removed from clothing with a solution of hydrogen peroxide containing a teaspoonful of sodium perborate per ½ pint of peroxide. Allow to soak for 5 minutes and repeat. Clean garment after such treatment.

Titanium Pigments, J. A. Lutz. *Am. Paint J.,* **24,** *52* (December 1939). (See item under Section I.)

Toxicity of Triethylene Glycol, W. M. Lauter and V. L. Vrla. *J. Am. Pharm. Assoc.,* **29,** *5, 1940.* (See item under Section B.)

Washing Leaflets, British Pat. *488,291.* (See item under Section D.)

Wax-like Substances, L. Ivanovsky. *Mfg. Chemist,* **10,** *319, 1939.* The synthesis of wax and wax-like substances is possible as a result of the elaboration of the Fischer-Tropsch method. Numerous high melting waxes are capable of synthesis.

R Oils and Fats

Analysis of Sulfonated Oil, R. E. Porter et al. *J. Am. Leather Chem. Assoc.,* **34,** *440, 1939.* (See item under Section A.)

Antioxidants, G. O. Inman. *Ind. & Eng. Chem.,* **31,** *1103, 1939.* Castor oil was used in determining the ability of different substances to prevent rancidity in it when oxygen was passed through the oil held at an elevated temperature. The rise in acidity was the criterion of rancidity used. The following substances, in the order of decreasing effectiveness, were tested: pyrogallol, hydroquinone, catechol, 8 hydroxyquinoline, a-naphthol, morpholine, phenyl-a-naphthalamine, diphenylsulphide and diamylamine. The following substances were found to be pro-oxidants: glycine o-cresol, p-cresol, benzyl alcohol, resorcinol, p-nitrophenol, thymol, o-nitrophenol, m-cresol, thio-beta-napthol, and p-thiocresol.

Antioxidants and Autoxidation of Fats, F. E. Deatherage and H. A. Mattill. *Ind. Eng. Chem.,* **31,** *1425, 1939.* Oleic acid, oleyl alcohol, methyl oleate, butyl oleate and cis-9-octadecene were studied as to oxidizability, products of oxidation, together with a description of special apparatus used in the study.

Castor Oil Emulsions, S. P. Zeldin, N. G. Kiselev & Samarin. *Byull. Lako-Krasochnoi Prom., 1938, No. 4, 36.* (See item under Section H.)

Dilatometer Measurement, A Tool in Fat Study. C. A. Coffey and H. T. Spannuth. *Oil & Soap,* **17,** *41, 1940.* (See item under Section A.)

Distilled Fatty Acids in Soap Manufacture, F. Whittka. *Seifens. Ztg.,* **66,** *153, 1939.* (See item under Section L.)

Germicidal Properties of Paraffin, F. W. Tanner and H. F. Lewis. *Oil & Soap,* **17,** *26, 1940.* (See item under Section N.)

Hydrogenated Oil as an Ointment Base, II, G. W. Fiero. *J. Am. Phar. Assoc.,* **29,** *18, 1940.* (See item under Section G.)

Indentification of Commonly Used Waxes, S. Zweig and A. Taub. *Ind. Eng. Chem. Anal. Ed.,* **12,** *9, 1940.* (See item under Section A.)

Lowering Pour Points of Petroleum Oils. *Ger. Pat. 672,874.* Pour point of mineral oils is lowered by extracting paraffins by solvent consisting of 10-40 per cent of liquid sulphur dioxide and 60-90 per cent of a mixture of benzene and trichlorethylene, the latter containing 40 per cent trichlorethylene.

Methods of Testing Agents for Prevention of Oxidation of Fats, LXXI, H. P. Kaufmann & H. Fiedler. *Fette u. Seifen,* **46,** *275, 1939.* The

Mackey tester is suitable for this purpose. Experiments made with cod liver oil containing b-naphthol and hydroquinone together with natural anti-oxidants and results are reported.

Mono and Di-Glycerides, Formation of, R. M. Erastova. *Org. Chem. Ind. (U.S.S.R),* **6,** *15, 1939.* Best results are obtained by heating together the oils such as cottonseed or linseed with a slight excess of glycerine with constant agitation at 280° for 15 minutes in the presence of 0.1 per cent PbO. Diglycerides primarily are formed. (Through *C.A.*)

Natural Antioxidant. *British Patent No. 501,194.* The distillation product of natural oils containing natural antioxidants, obtained by short path distillation methods, is added to other oils capable of readily becoming rancid.

Olive Oil, Solid Acids of. R. Marcille. *Compt. Rend.,* **209,** *730, 1934.* (See item under Section A.)

Phenolic Antioxidants, F. Morvillez, P. Balatre & L. Pujo. *J. Pharm. Chim.,* **29,** *202, 1939.* Phenols were used in concentration of 0.1 per cent. The order of decreasing antioxidant activity for various phenols follows: pyrogallol, pyrocatechol, hydroquinone, a-naphthol, thymol, resorcinol, phenol, b-naphthol and phlorglucinol. The last named is a pro-oxidant. Pyrogallol stains the lard; hydroquinone is poorly soluble; pyrocatechol is the phenol of choice, provided it does not irritate the skin. Numerous other data also are included.

Rancidity Prevention, P. I. Smith. *Soap,* **15,** *No. 12, 21, 1939.* A review. Chemistry of rancidity and a patent digest are used to show how rancidity may be controlled in fats and oils. Special stress is laid on rubber antioxidants as possible materials for use in fats and oils.

Recovering Soaps and Greases from Wool Scouring Liquors, C. H. S. Tupholme. *Ind. & Eng. Chem. News Ed.,* **17,** *No. 24, 789, 1939.* (See item under Section Q.)

Saponification Velocity of Fats and Fat Acid Esters, T. Ono. *J. Agr. Chem. Soc. Japan,* **15,** *843 and 953, 1939.* (See item under Section A.)

Stabilizing Aldehydes, *U. S. Pat. 2,170,746.* (See item under Section B.)

Stabilizing Oils. *Brit. Patent No. 503,607.* Hardened fats are stabilized by being heated to 75-110°C with water and a salt of phosphoric acid and a high molecular weight fatty acid or compounds of it.

Synthetic Waxes of the I. G., M. Aschenbrenner. *Fette u. Seifen,* **46,** *26, 1939.* (See item under Section Q.)

Vegetable Antioxidants, F. Morvillez, P. Balatre & L. Pujo. *J. Pharm. Chim.,* **29,** *195, 1939.* Benzoin, balsam tolu, poplar buds and tannin were tested on lard. Balsam tolu, because of its higher content of coniferyl benzoate, is a better antioxidant than the others.

Wax-like Substances, L. Ivanovsky. *Mfg. Chemist,* **10,** *319, 1939.* (See item under Section Q.)

Wool Fat Product, *German Patent No. 672,720.* Wool fat is treated with an alkali metal in water, immiscible organic solvent.

S Shaving Preparations

Buttermilk Shave Product, *Norwegian Patent No. 56,620.* Stearic acid is caused to react with ammonia, glycerol and buttermilk and cooled quickly to prevent loss of ammonia. The buttermilk may be treated with borax prior to use.

Cosmetic Manual, J. Kalish, *Drug & Cosm. Ind.,* **45,** *170, 1939.* 59 formulas for Brushless shaving cream picked from the literature.

Shaving Cream, Anon. *Seifen. Ztg.,* **66,** *852, 1939.* A shaving cream with satisfactory lather is made from 28 parts stearic acid, 8 parts Cochin coconut oil, 15 parts potash 50° Bé, 6 parts glycerine Sp. Gr. 1.23, 3 parts triethanolamine and 40 parts water. This formula is based on an analysis of a well known German product.

Shaving Milk, *French Pat. 813,857.* An oil in water emulsion made according to the following example: 81.65 per cent water, 6 per cent emulsifying agent, 5 per cent glycerine, 2 per cent oleic acid, 4 per cent mineral oil, 1 per cent wax, 0.15 per cent menthol, 0.2 per cent perfume and color.

Shaving Preparation, *U. S. Pat. 2,185,255.* A lipoid soluble hemostat derived from soybeans is added to a soap-like base.

Skin Treatment, Chemical Aspects of, C. R. Theiler. *Chem. Products,* **3,** *13, 1939.* A review; preparations mentioned are dusting powders, liquid suspensions, lanolin, skin secretions and mineral lubricants. (Through *C.A.*)

T Skin Absorption

Morpholine Toxicity, T. E. Shea, Jr. *J. Ind. Hyg. Toxicol.,* **21,** *236, 1939.* (See item under Section Q.)

Pharmacology of Soaps, B. E. Emergy and L. D. Edwards. *Oil & Soap,* **17,** *64, 1940.* (See item under Section L.)

Skin Absorption of Hormones, G. L. Foss. *Lancet,* **235,** *1284, through Drug & Cosm. Ind.* **46,** *109, 1940.* Percutaneous application of testosterone in ointment form is a satisfactory method of administration of this hormone. It is suggested that an ointment containing 25 milligrams of testosterone per gram be used for this form of administration of androgen.

Skin Vitamin Note, Anon. *Glass Packer,* **19,** *187, 1940.* The means by which unsaturates of linseed oil produce their favorable action on skin is probably due to their ability to act as oxygen carriers.

U Dermatitis

Action of Linoleic and Linolenic Acids on Allergic Skin Diseases, L. Herlitzka and S. Montouri. *Riv. patol. sper.,* **22,** *69, 1939.* Iodine

value of fats of patients suffering from allergic skin diseases is lower than normal. Administration of linoleic and linolenic acids increases the iodine number and patients' symptoms are either permanently or temporarily gone. (Through *Oil & Soap*)

Composition for Skin Infections, U. S. Pat. 2,175,780. (See item under Section N.)

Dermatitis from "Para" and Ultramarine, Editorial. *Mfg. Chemist,* **11**, *No. 1, 2, 1940.* A review of responsibilities as mentioned in British trade papers. Among the list of causative agents of dermatitis is ultramarine used in eye shadow. It is commented that the length of exposure in the case of eyeshadow containing ultramarine was four years before sensitization occurred. Carrot juice is also a sensitizer.

Iron and Epithelium, J. Waldenstrom. *Acta Med. Scand. Suppl.*, **90**, *380, 1937.* Observations on the relationship of anemia to afflictions of the epithelium involving nails, cutis and mucus membrane. Condition of the nails may be cured by use of iron treatments. (Through *C.A.*)

Sensitization to Simple Chemicals, R. Hecht, L. Schwarzschild and M. B. Sulzberg. *N. Y. State J. Med.*, **39**, *2170, 1939.* (See item under Section J.)

Skin Protectives, M. A. Lesser. *Drug & Cosm. Ind.*, **46**, *284, 1940.* Means of protecting the skin against irritating action of various external agents. Six formulas and 16 references. A patented skin protectant is composed of 906 parts sodium silicate, glycerine 1155 parts, sodium stearate 288 parts, water 1600 parts and perfume 1 part.

Skin Treatment, Chemical Aspects of, C. R. Theiler. *Chem. Products*, **3**, *13, 1939.* (See item under Section S.)

Sulfur Suspension, *Homogeneous,* Anon. *Gazette Pharm., Jan., 1939* through *J. Am. Pharm. Assoc. Abst.*, **6**, *91, 1940.* To prepare a stable suspension of sulfur with camphor, glycerine and water, a small quantity of tincture of soap bark must be added. The resulting product produces no curdy precipitates. The tincture of soap bark should be used in amount equal to that of sulfur.

Skin Vitamin Note, Anon. *Glass Packer*, **19**, *187, 1940.* (See item under Section T.)

V Manicure Preparations

Evaluation of Nitrocellulose Lacquer Solvents, V. W. Ware & W. O. Teeters. *Ind. & Eng. Chem.*, **31**, *1118, 1939.* (See item under Section Q.)

Hand Cream, Anon. *Drug & Cosm. Ind.*, **46**, *234, 1940.* Hand cream may consist of stearic acid 30, potassium hydroxide 1.5, spermaceti 2.5, glycerine 10, and water 57 parts respectively.

Nail and Nail Changes, H. Silver and B. Chiego. *J. Investigative Dermatol.*, **2**, *361, 1939.* A discussion of the composition of nail enamel and its effect on finger nails. Patch tests on humans and animals are reported. (Through *C.A.*)

Nail Lacquer, Anon. *Seifens. Ztg.*, **67**, *43, 1940.* A nail lacquer similar to well-known American product may be made from 30 parts collodium wool, 4 parts polyglycol, 45 parts butyl acetate, 4 butyl alcohol, 10 toluol, 6 acetone, 1 castor oil.

W Wetting and Foaming Agents

Detergents from Kerosene, A. R. Padgett and E. F. Degering. *Ind. Eng. Chem.*, **32**, *204, 1940.* Sodium alkyl sulfates have been prepared from kerosene. The effect of position of sulfate group on the straight chain is noted. Alkyl sulfates from kerosene are not as good foaming or interfacial depressants as similar compounds with polar groups.

Foaming Agents, *U. S. Pat. 2,169,515.* Carboxylic acid esters of aromatic sulfocarboxyllic acids treated with hydroxyalkylamides. Examples of sulfocarboxyllic acids are sulfosuccinic or sulfoacetic acids. Examples of hydroxy-alkylamides are ethanolamine or glucamine. Resulting products are wetting, dispersing and foaming agents.

Relative Detergency, J. Powney, R. W. Noad. *J. Textile Inst.*, **30**, *1157, 1939.* (See item under Section L.)

Sulfonated Polyaryl Polyethers, *U. S. Pat. 2,171,498.* Examples and details for production of sulfonates of the type disulfonate of b-lauryl-phenoxyethyl-b-'-phenoxy-ethoxyethyl ether and others. Such ethers are wetting, cleansing and emulsifying agents.

Wetting Agents, *U. S. Pat. 2,176,423.* Esters of sulfodicarboxyllic acids such as diamyl sulfosuccinate, sodium sulfodilaurylsuccinate, sodium ethyl stearylsulfosuccinate and others are used as wetting, detergent and emulsifying agents.

X Permanent Waving Preparations

Chemical Heating Composition. *British Pat. 507,070.* Dry absorbent material such as ground paper is impregnated with a solution of calcium chloride containing glycerol. This impregnated mass is mixed with manganese dioxide. Another mixture contains iron, ammonium chloride all wetted with acetic acid. The mass is dried and powdered. This is then mixed with the first mass in equal proportions and arranged in paper tubes, the latter impregnated with calcium chloride.

Permanent Wave Oil, Anon. *Drug & Cosm. Ind.*, **46**, *354, 1940.* Oleic acid alone may be used for this purpose. Another product suitable is made from 10 parts oleic acid and 1 part mineral oil. Use one ounce of either per gallon of permanent waving solution.

Permanent Waving Solution, Anon. *Mfg. Chemist,* **10**, *388, 1939.* To make an emulsified solution take 5 parts of borax, 20 parts ammonia (28 per cent), 2 parts sulfonated oil and enough water to make 128 parts. Dissolve the materials in water in the order given.

Permanent Wave Fixator, Anon. *Pharmazeut. Zentralhalle*, **80**, *No. 39, 1939.* Methyl cellulose 50, glycerine 20, water 30, tincture benzoin 200, alcohol 120, larchturpentine 5 and perfume qs. (Through *Seifens. Ztg.*)

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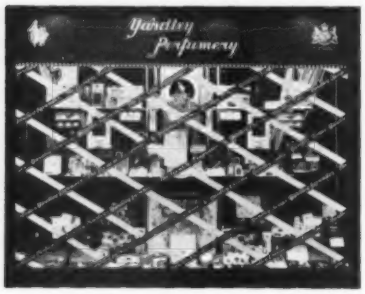
(*Continued from p. 66*) officials in Great Britain recommend protecting windows by gumming strips of paper across them. Yardley's have utilized the idea for an effective window display. The display material consists of a pelmet



Gay advertising is used on protective strips

and a series of strips bearing advertising matter in gay tones which harmonize into an attractive color scheme. Printed on strong paper which is gummed on the surface, the strips can be affixed inside the window with the greatest ease. The unit has the merit of being almost indefinitely flexible and it will fit perfectly any window from 4 to 10 feet wide. The unit is produced for Yardley by Messrs. Horrocks.

Synthetic aromatic import trend down in last year

Imports of coal tar aromatic chemicals—perfumes and flavor materials—into the United States declined in 1939 to 32,447 pounds. In 1938 the imports totalled 48,570 pounds.

Boat ride for Foragers to be held in June

Walter Conklin, Bud Keeley and George Demody, entertainment committee for the Foragers, are planning a boat ride to be enjoyed some time in June. The annual outing of course will include a dinner and various sports.

Cannot claim nail preparation is a nail-root food

Adolph and Gertrude Karl trading as A. & G. Karl Co., Newark, N. J., are charged in a complaint by the Federal Trade Commission with representing that their nail preparation "Never Break" is the only nail root food and that all nails need calcium. The Commission maintains that the product possesses no therapeutic value.

Scandinavian and European countries at Leipzig trade fair

The Leipzig Spring Fair recently concluded comprised 6,600 exhibits assembled from 18 foreign countries. Buyers from 35 countries visited the 24 exhibition buildings. Foreign countries participating included Belgium, Bulgaria, Roumania, Sweden, Greece, Italy, Switzerland, the Netherlands and Latvia. The volume of business transacted approached the level of preceding sessions of the Fair, it was reported.

Chain drug stores meeting in White Sulphur Springs May 23-25

The National Ass'n. of Chain Drug Stores will hold its third annual convention in the Greenbriar, White Sulphur Springs, W. Va., May 23-25.

War creates demand for new cosmetics in England

The war is having its effect in the creation of new demands and the placing on the market of new products in Great Britain. Packs and products serviceable for a rapid make-up are popular among women war-workers. Among lines increasing in popularity may be specified powder-creams, pad-cosmetics, and all types of beauty products packed in collapsible tubes, owing to the ease with which they may be carried around and used.

It has been found that certain brands of mascara, if worn with a gas-mask, are apt to melt and to run into the eyes, producing intolerable irritation. The Ministry of Securities has issued a warning against their use. Manufacturers are busy working out new formulae for mascaras free from this defect.

Luminous lipsticks, for use in the black-out, first suggested as a joke in the London *Star*, have been featured in British trade journals as a very desirable possibility. It is said that the problem of making a satisfactory lipstick which is luminous in the dark has been solved and that the lipsticks will shortly be placed on the market.

Military red is now the fashionable color in dress materials, and this new fashion bids fair to kill the bluish pink tinted lipsticks which had replaced orange-reds as the most fashionable shades. One firm has placed two new

London apprentices at manicuring learn to operate the electrical manicure machine

face-powder tints on the market, specially designed to blend with khaki and Royal Air Force blue respectively.

Although there has been some falling off in demand for evening make-up in London, confidence is returning; and the remark of "Provincial" in the January issue of *The Retail Chemist* is endorsed from all quarters. "Women," he confidently says, "will continue to use beauty aids."

Columbia College of Pharmacy seminar and homecoming May 28-29

A two-day seminar and "homecoming" will be held by the Alumni Assn. of the Columbia College of Pharmacy, New York, N. Y., May 28 and 29. Lectures on cosmetics, selling methods, vitamins, etc., are planned. At the May 28 luncheon alumni will quiz their former professors. In the evening a dinner will be given in honor of Dean Charles W. Ballard. The program is designed as a means of enabling graduates to keep abreast of new discoveries and methods.

Mustard offered for bathing and to induce sleep

Following its educational campaign featuring mustard for bathing, Atlantis Sales Co., Rochester, N. Y., has launched a new campaign for Coleman's mustard stressing the mustard bath for sleep.

Non profit foundation to do research for private business

A foundation to do research work in the interests of private business enterprises, which is known as the George S. May Business Foundation, has been granted an Illinois charter. Research engineers are to be maintained in 18 leading cities. It is to be supported by contributions from the board of trustees and its findings are to be made available to business groups and educational institutions without charge. Subjects for early study are bonus payment plans for supervisors and executives, modern methods of market analysis, effect of public opinion on business and the value of trade associations to business.

Ciro of Paris crystal flacons to be used in movie sequences

The Baccarat crystal flacons which were created for Parfums Ciro de Paris have been added to the property departments of the Samuel Goldwyn studios and the 20th Century-Fox studios in Hollywood, where they will be used for screen sequences which show luxurious dressing-tables or perfume counters.

Each of the bottles created for the

Don't Build on Shifting Sands!

• In the manufacture of your creams or cosmetics, the base upon which you "build" your product is just as important as the ingredients you add. The white oil or petrolatum you employ should be *permanently* odorless, colorless, tasteless. If time gives it a rancid odor, an unwelcome color, an unpleasant taste, it is obviously unfitted for your use.

• That is why so many manufacturers have standardized on Penn-Drake White Oils and Petrolatum. They have learned that these pure Pennsylvania products never deteriorate to make their preparations unsalable. Creams stay silky and smooth to the last drop—cosmetics need never become rancid or cloudy—when Penn-Drake White Oils or Petrolatum are used for the base.

• With all their superior advantages, genuine Penn-Drake White Oils and Petrolatum cost no more than ordinary products. So build your product on a solid, permanent base. Standardize on Penn-Drake—and enjoy the satisfaction of using only the best!

PENNSYLVANIA REFINING COMPANY
General Offices: BUTLER, PA.
Refinery at Titusville and Karns City, Pa.

Atlantic Division, No. 1 Gates Ave., Jersey City, N. J.
Warehouse Stocks Maintained in New York, Chicago, Detroit, Los Angeles, St. Louis, Atlanta, Boston, Scranton, Cleveland, Petersburg, Va.

HERE in America

we maintain a complete staff which, by reason of its close affiliations with Tombarel Freres, Grasse, France, is in a position to produce perfumes and specialties identical to those conceived in France. These domestic creations meet in every way the standards long ago set by the Tombarel organization in France.

Avail yourself of the services of Tombarel's master perfume blenders who are prepared to supply you with the ultimate in sales appealing perfumes and specialties.

TOMBAREL Perfumes and Specialties are "Tailor Made" to insure your product's success . .

TOMBAREL ★
PRODUCTS CORP.
9 East 19th Street, New York, N. Y.
L. J. Zollinger, President

Ciro scent is an exclusive design by Baccarat whose studio is located in the little town of Baccarat, France.

Effective packaging discussed by Charlton at Canadian meeting

The most effective methods of packaging toilet goods were discussed by D. E. A. Charlton, president of Charlton-Wrigley Ltd., at the March 4 monthly meeting of the Toilet Goods Manufacturers Association of Canada at the Royal York, Toronto.

Stuart McGuire lectures at Medical College of Virginia

The annual Stuart McGuire lectures at the Medical College of Virginia, Richmond, Va., are scheduled for April 16 and 17, with which the Spring post graduate clinics will be combined.

International Beauty Shop Owners to meet March 17-20, 1941

Because of the demand on the part of shop owners and dealers that the 1941 International Beauty Shop Owners meeting and exhibition be held as far as possible in advance of Easter the dates March 17-20 have been selected for the 1941 meeting. This is about four weeks in advance of Easter Sunday.

Jacqueline Cochran to move New York offices this month

The Jacqueline Cochran Cosmetics Company is moving its New York offices the middle of this month to larger quarters in the International Building of Rockefeller Plaza. For the past year and one-half the offices have been located at 420 Lexington Ave.

The move was made necessary, it was announced by Miss Cochran, aviatrix president of the company, because of the firm's expanding business. Retail distribution began only 18 months ago.

In addition to the New York offices and the laboratory at Roselle, N. J., Miss Cochran maintains salons in Chicago and Los Angeles.

Coty announces plans for World's Fair exhibit

The center of the Coty exhibit in Maison Coty at the New York World's Fair 1940 will be completely reconstructed. Colored lights will play on a tall mirrored shaft rising from a center piece of glass showcases. Circular booths will feature powder production. A new process of lipstick making will be shown in the area formerly devoted to raw materials and the 1939 cosmetic parlor will be converted and enlarged into a chamber for rare perfumes. A series of mirrors covering the whole interior will reflect the images of models demonstrating the art of applying make-up. Sound movies will also be used in the Coty theatre. Employes of the company will participate in a special Coty day at the fair in June.

Girls making up mark Coty's Fair expansion

Molle shaving cream now owned by Sterling Products Inc.

Cummer Products Co., Bedford, Ohio, manufacturer of Molle shaving cream, has been acquired by Sterling Products Inc., Wheeling, W. Va.

Cal Lewis tells chemical salesmen value of publicity to business

Cal Lewis, well known public relations counsel, was the speaker at the March luncheon of the Salesmen's Association of the American Chemical Industry. He discussed the value of advertising in sales work. Philip LoBue was chairman of the entertainment committee that arranged the affair.

Peppermint oil exports at record levels last year

Exports of American peppermint oil were at record levels in 1939, reaching 396,000 pounds valued at close to $1,000,000, and accounted for 45 per cent of the total amount produced during the period. In 1938 exports aggregated 372,000 pounds valued at $870,000.

American peppermint oil is produced mainly by the states of Michigan, which alone accounts for around 60 per cent of the total output; Indiana with 25 per cent; and Washington, Oregon and Ohio, with relatively small amounts. The total output of these states in 1939 was around 890,000 pounds.

Russian peppermint oil is now being imported into the United States in substantial quantities. In 1939 receipts from that country amounted to 49,000 pounds valued at $71,000.

"La France" and "Orient" barred as names for American-made products

The words "La France" and "Orient" will not be used in future by Harold Breckenridge trading as Quality Chemical Co., Detroit, Mich., as descriptive of any of his perfumes not made in or not composed chiefly of ingredients from France or the Orient according to a stipulation entered into with the Federal Trade Commission.

He also agreed to cease using the term "pure ingredients" as descriptive of any food product that is synthetically flavored to imitate the real and true flavor. He also agreed to omit using the word "French" as descriptive of any of his products not made in France nor composed chiefly of French ingredients.

Physician who dispenses drugs must label medicines distributed

A physician who dispenses drugs must label the medicines he dispenses under section 503b of the federal Food, Drug and Cosmetic Act according to a recent ruling. In that case the physician is acting as his own pharmacist.

A physician's prescription is exempted from labeling requirements of other drugs provided it has a label containing the name and place of business of the dispenser, the serial number and date and the name of the physician who wrote the prescription.

George W. Luft Co. establishes new sales record this year

The best two months' sales record since the inception of the George W. Luft Co. was shown in January and February of this year according to Harry A. Haus, sales manager. A theft-proof counter display which the company launched as a part of the Tangee deal was well received by dealers. Advertising was increased considerably for the entire year. Stanley Park, formerly of the Northam Warren Corp., has been appointed assistant sales manager as has also B. C. Merrill who has been with the company for a long time. V. C. Stieff, formerly of Bourjois and Houbigant, will represent the company in Michigan and Northern Ohio and S. T. Lund will represent the company in Missouri, Kansas and Colorado.

Perfume manufacturer endorses 37½-hour week

Samuel Rubin, president of Fabergé, Inc., manufacturers and importers of perfumes, New York, N. Y., has announced that increased wages and reduced working hours for all his employees had gone into effect as of March 1, under a new labor agreement recently made with the United Mine Workers of America.

In the new contract signed March 1, Samuel Rubin, it is reported, becomes the first employer in the perfume in-

Certified Cosmetic Colors

— For —

Lipsticks • Face Powders
Rouges • Compacts
Lip Pomades • Nail Polishes

Also

Cosmetic Inorganic Pigments
Cosmetic Titanium Dioxide

"Our tests make them best"

Let our modern scientific laboratories assist in your color problems.

Samples cheerfully submitted.

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Manufacturers of Fine Chemical Pigment Colors

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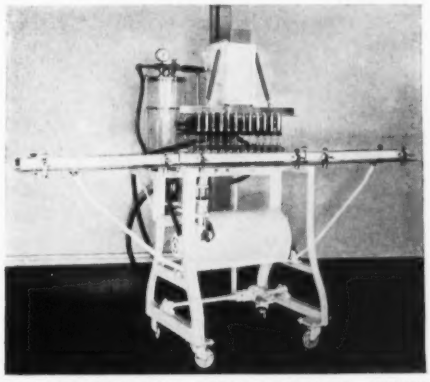

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semi-automatic **VACUUM BOTTLE FILLER** for perfumes, nail polishes and other light liquids packed in small bottles.
Many leading companies are already using it—to fill small bottles FASTER, EASIER, CHEAPER—while one large company has already ordered additional machines.

Has these 5 efficiency-plus features:

1. You can fill 8, 10 or 12 bottles simultaneously. Foot pedal connects spouts and bottles.
2. Flexible—hand lever lowers and raises spouts to coincide with size of bottles.
3. Automatically oiled pump fills bottles at rate of 3 to 3½ gallons per minute.
4. Small floor space. Conveyer arms fold up when not in use.
5. All parts coming in contact with the liquid can be furnished in metal suitable for your products, such as stainless steel or bronze nickel plated.

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Manufacturers and Designers of Liquid Handling Equipment
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dustry to endorse a further time reduction, lowering his working week to 37½ hours. Simultaneously, an increase in weekly salaries was put into effect throughout the organization.

Fabergé employees were first unionized March 1, 1939, under the United Mine Workers of America. The original agreement with the Union called for a 42-hour week which, within the year, was reduced to 37½ hours.

When interviewed for opinions on current labor conditions, Samuel Rubin expressed his belief that "fair treatment of one's employees is not only essential for the self-respecting employer . . . but is also the only assurance of future prosperity . . . since good weekly salaries form the backbone of buying power."

Write Off $6,643 for labels discarded because of food law

A write off of $6,643 for discarded labels and other advertising material because of the new Federal Food, Drug and Cosmetic Act was reported by the Angostura-Wupperman Corp. in its annual report. Net profits however were $26,861 for 1939 as compared with $12,854 the previous year.

Over 1700 attend annual D. C. A. T. banquet to hear Nye

Over 1700 executives in the drug, cosmetic, chemical and allied trades heard an address by Senator Gerald Nye of North Dakota at the fifteenth annual banquet of the Drug, Chemical and Allied Trades Section of the New York Board of Trade. Ralph E. Dorland, one of the most popular men in the allied industries, chairman of the section, was toastmaster.

Cosmetic credit men clear numerous accounts

A considerable number of accounts were cleared at the March meeting of the Drug, Cosmetic and Chemical Credit Men's Assn. at Schrafft's, New York, N. Y., March 20. The association is rapidly gaining in influence and membership because of the useful credit work it has accomplished.

Japanese nail polish brushes flood market as "Pencils"

Metal handled nail polish brushes imported from Japan are classified as "hair pencils" by a recent customs ruling and hence subject to a low duty. The U. S. Brush Co., Omaha, Neb., developed the metal stem nail brushes to replace the old style quill brush. Under the 1930 tariff there is a protective duty on brushes. Hair pencils can be imported from Japan at a very low duty and as a result Japanese brushes are flooding the market. Japanese manufacturers, Carl Nagl, president of the U. S. Brush Co., points out pay a wage of 14 cents a day against the American concern's minimum wage of 30 cents per hour.

New styles, products at beauty shop owners' show

Demonstrations of new machines for beauty shop work, classes in hair styling, new fashions in beauty aids were presented at the International Beauty Owners Convention and Exhibition, March 10 to 14, at the Hotel Pennsylvania, New York, N. Y. Hundreds of beauty shop owners and dealers attended the convention. Exhibitors' booths and the demonstrations were crowded.

New cream shampoos, monograms for fingernails, a self-applied warm massager, new shades in nail enamel as well as several products designed to aid nails and cuticle, some perfume deodorants drew attention in the exhibitors' rooms as well as the numerous demonstrations for hair styling and beauty treatments.

Among the exhibitors were: Ampion Corp., Banford Academy, Bes-Tone Labs., Bonne Bell, Inc., John H. Breck, Inc., A. Breslauer, Inc., B. & S. Beauty Products, Clairol Co., Clifton Chemical Co., Conti Products Co., Contoure, Charles Costello, Curley Co., Dawson Cream Co., Dermetics, Inc., Don Juan, Inc., Duradene Co., Inc., Eastern Labs., J. Eavenson & Sons, Inc., Eugene, Ltd., Ey-Teb Sales Corp., Farel Destin Co., Winifred Fayant Cosmetic Co., E. Frederics, Inc.

Also General Beautilities, Glo Rnz Distributing Co., Hyman & Hyman, David Kahn, Kenra Lab. Co., Inc., Laco Products, Inc., L'Orle Parfum, Hill Lalin Sons Co., Marrow's, Inc., McManus Labs., Milo Specialty Co., Nail-Dec Distributors, Nestle Le Mur Co., Noma, Inc., Nu-Tone Products Corp., Para Laboratories, Parker Herbex Corp., Parfait Powder Puff Co., Peter Charles Co., Procter & Gamble Co., Quality Products Co.

Also Rapidol Distributing Co., Raymond Labs., Revlon Nail Enamel Corp., Roux Distributing Co., Rudemar Co., Peggy Sage, Sales Affiliates, Inc., Schnefel Bros. Corp., Standard Beauty Supply Co., Terle, Inc., Tip Tex Co., Vigorol Co., Inc., Wella Corp., Charles Walton Co. and Y-Age Cosmetics, Inc.

Clifton Chemical exhibit at beauty shop show

Lentheric launches perfume Confetti at party for press

Lentheric's new perfume, Confetti, was introduced March 8 at a large party for the press in the Savoy-Plaza Hotel, New York, N. Y. During the afternoon, a dress inspired by the new fragrance and designed by Nina Ricci of Paris was modeled by Miss Patricia Plunkett. It was a white chiffon dinner gown decorated with gold sequins. Also, hat and gloves created by John-Frederics for Confetti were modeled.

Flavors of all types featured in new P. R. Dreyer Inc. catalog

A new 12-page catalog on flavors has been issued by P. R. Dreyer, Inc., New York, N. Y. It includes a listing of genuine true fruit extracts and fortified flavors as well as a complete line of imitation flavors. A unique feature is a page devoted to cross indexing of the flavors under food and beverage classifications in which they are to be used.

W. F. Zimmerman elected president of Helfrich Laboratories of New York

At the March 27 meeting directors of Helfrich Laboratories of New York, Inc., elected William F. Zimmerman president, treasurer and general manager. Other officers elected were: Mrs. Elsa Freeman Helfrich, vice president; Walter S. Underwood, secretary and Miss Matilda M. Brendel, assistant treasurer. The directorate has been changed to the foregoing with the exception of Miss Brendel and the substitution of F. S. Windes.

W. F. Zimmerman

Mr. Zimmerman has been in complete charge of manufacturing and sales of the company since it was organized in 1930. Prior to that he had been with Helfrich Laboratories, Chicago, for four years and before that had been with the Scovill Manufacturing Co. for a decade. Under his direction the New York company has enjoyed a steady and consistent growth since its inception. Mr. Zimmerman is on the executive board of the BIMS, the most popular New York cosmetic and drug golf association.

Using Oil of Lavender?

THEN YOU WILL WANT TO INVESTIGATE

LAVENDONE

A RELATIVELY NEW AROMATIC PRODUCT

Full information and sample upon request on your business letterhead

RIFA-NEW YORK, INC.

ESSENTIAL OILS
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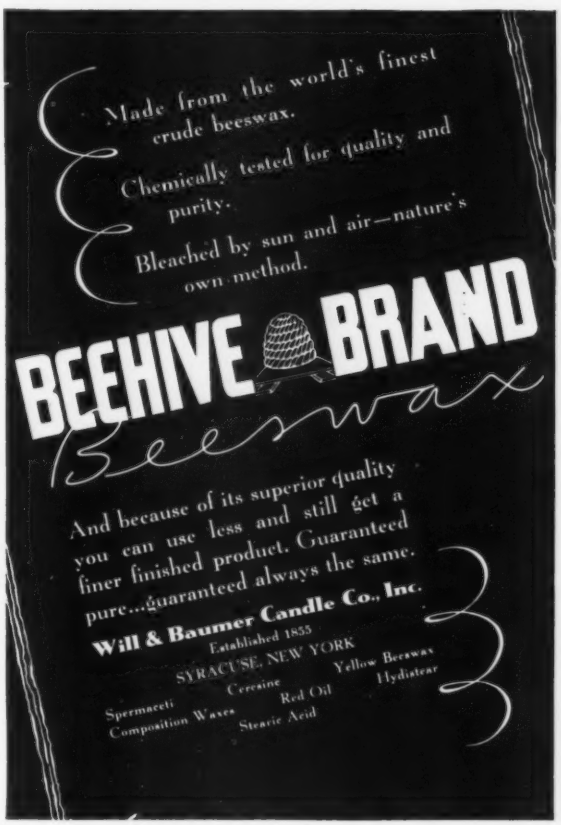
Are you experiencing difficulty in obtaining passport to Europe?

Are you anxious to cross the Atlantic at this time or would you rather let some one else do it?

Scotsman, British passport, many years resident in the United States, excellent business and social contacts, speaking perfect French and Italian and familiar with all Europe, will undertake any business or other confidential mission anywhere excepting Germany. He is thoroughly reliable and will treat any business entrusted to him in confidence.

Highest references. Write Box 2344, The American Perfumer.


Made from the world's finest crude beeswax.
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Bleached by sun and air—nature's own method.
BEEHIVE BRAND
Beeswax
And because of its superior quality you can use less and still get a finer finished product. Guaranteed pure...guaranteed always the same.
Will & Baumer Candle Co., Inc.
Established 1855
SYRACUSE, NEW YORK
Spermaceti
Composition Waxes
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Red Oil
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Yellow Beeswax
Hydistear

Obituaries

Mont Westmore

Montague (Mont) Westmore, one of the five brothers prominent in motion picture make-up, died March 30 in Hollywood, Calif. He had entered the hospital as a patient only four days earlier and his death was attributed indirectly to overwork by his physician. He was 38 years of age.

He, like his brothers, was an expert in the field of make-up, an inheritance from his father who was a pioneer in film make-up. The Westmores evolved the so-called color-filtering cosmetics, especially directed to use in technicolor productions. Mont Westmore had been in charge of make-up for the Selznick International film, "Gone With the Wind."

He is survived by his widow and three children; also the four brothers known in Hollywood for their film make-up as well as their salon and a fifth brother who is in school.

Paul Garrett

Paul Garrett, owner and president of Garrett & Co., Inc., Brooklyn, N. Y., died in New York, March 19 at the age of 76 years. Mr. Garrett joined the company which had been founded in 1835 by his father and uncle, at the age of 17. He became president when he was 25. He lived at Penn Yan, N. Y. A widow and three daughters survive him.

William J. Stange

William J. Stange, president of the Wm. J. Stange Co., Chicago, Ill., died March 21, at the Hollywood hospital in Los Angeles, Calif. He is survived by his widow, Elizabeth C. Stange. Mr. Stange was born in Chicago, in 1870. He graduated from Notre Dame University in 1887, having majored in chemistry.

In 1889 he became identified with the flavor and essential oil business, later engaging in the manufacture of coal-tar colors. He was associated in business with W. B. Durling and Frank M. Hartigan. The fiftieth anniversary of the company was celebrated last year.

Mr. Stange, at the time of his death, and for the past decade, was a member of the Food Standards Committee of the state of Illinois. He was also a member of the Chicago Athletic Club, Evanston Golf Club, and Garfield Lodge Masonic order.

Mr. Stange was a charter member, and very active in the affairs of the Flavoring Extract Manufacturers Ass'n.

William Bodebender

William Bodebender, well known in the essential oil trade of the South, died suddenly on March 20 at his home in New Orleans, La. Up until his retirement from active business several years ago, Mr. Bodebender had represented Fritzsche Brothers, Inc. of New York, N. Y. His service with this one firm covered a period of more than thirty years.

Surviving Mr. Bodebender are two daughters, Miss Laura Bodebender of New Orleans and Mrs. W. Herrmann of Cincinnati, Ohio.

Samuel Mundheim

Samuel Mundheim, chairman of the board of directors of the American Safety Razor Co., Hoboken, N. J., died March 16 at the age of 68 years.

Trade Jottings

Faberge's purse size flacon of Straw-Hat comes in a little pull-on container of straw color and scarlet. Perfume and cologne are available in this new fragrance and bath powder and bath oil are scheduled to be added.

Harriet Hubbard Ayer has matching sets of nail enamel, rouge and lipstick. They come in two shades, Navy Red and Clover.

Charles of the Ritz has evolved Pink Geranium make-up for Spring. The bright shade may be obtained in lipstick, cream and compact rouge.

Henri Bendel's new lipstick shade is Granada.

Luxor, Ltd., is sponsoring a new 15-minute radio program entitled "The Luxor Musical Powder Box." Talent line-up includes Eddy Howard, singer, Lou Adrian's orchestra and Syd Symons, Hollywood make-up authority.

Charbert has introduced a Water-Wheel package, containing three little flower pots of soap, in rose geranium, gardenia and pine. The pots sprout spring blossoms.

Revillon's new Carnet de Bal cologne is in the same scent as the perfume of that name.

Ogilvie Sisters have launched a new counter display in department stores across the country. It is entitled "Do Something Lovely For Your Hair" and was designed by Lester Gaba.

Chanel has brought out a cologne in the No. 22 fragrance in response to the request of consumers who liked the perfume.

Helena Rubinstein's newest shade in lipstick is Life Red. The result of extensive experimentation, Mme. Rubinstein designates it as the All-American Red because it is designed to be used by women of various types of coloring. Creme rouge, compact rouge and nail groom are available also in this shade.

Volupte introduces a lipstick shade called Fresh Red. It comes in two finishes, one with a pronounced sheen and the other, unshiny. Both are the same rosy red.

Barbara Bates jewel-appeal polishes include two new shades, Burnished Rose and Frosted Red.

Kathleen Mary Quinlan's make-up shade for Spring is Blaze. It is a bright red designed to accompany greys, beiges and navy blue.

Don Juan has make-up charts, one showing shades of lipstick and rouge and eye shadow for women who select their make-up to suit their type of coloring and the other showing shades for women who choose their make-up to match their costume colors.

Revlon announces Raven Red as its new nail enamel shade for early spring. It is the deepest of Revlon's 21 shades and was conceived as an accent for beige and grey.

Peggy Sage has harmonized polish and lipstick tones in collaboration with seven lipstick lines, probably the first time that a number of cosmetic houses have cooperated on a color-harmonizing project. The firms offering lipsticks to harmonize with 12 Peggy Sage shades are: Schiaparelli, Lelong, Lentheric, Charles of the Ritz, Du Barry, Dorothy Gray, Coty.

The Andrew Jergens Co., has brought out a new all-purpose cream. Not only is it designed to cleanse and soften the skin but it serves as a base for make-up.

Doraldina Cosmetics, Inc., has brought out La Conga dusting powder to accompany its La Conga toilet water.

House of Westmore announces that Perc Westmore, president, has renewed his contract as make-up director for Warner Brothers with which he has been associated for 19 years.

Elizabeth Arden's new make-up Telecast Red was inspired by television. It is offered in two versions, Telecast Blonde and Telecast Brunette.

La Cross has launched Princess, a nail polish shade especially effective with pastel and print dresses. It is distinguished by a plum undertone.

A REALLY REMARKABLE PRODUCT

OIL ORRIS LIQUID

A TRUE OIL NOT A SYNTHETIC!

- OIL LIQUID ORRIS is easy to employ. All traces of fatty material have been removed. Entirely soluble in all proportions of Alcohol, Benzyl Esters, Essential Oils and Aromatic Chemicals.
- OIL ORRIS LIQUID is about twice as strong as Orris Concrete Natural.

Price $75.00 per lb.

P. R. DREYER Inc.

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CHICAGO LOS ANGELES

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PURE EXTRA

★ Water white and ideal for the perfumer

Samples on request

SEELEY & COMPANY, Inc.

AROMATIC CHEMICALS

Van Brunt Division, 22 Albany St., New York, N.Y.

Suppose *nobody* cared!

Give to

THE GREATER NEW YORK FUND

ONE ANNUAL APPEAL TO BUSINESS AND EMPLOYEE GROUPS ON BEHALF OF

393 HEALTH AND WELFARE AGENCIES

LACO GENUINE PURE OLIVE OIL

CASTILE SOAP

U. S. P.

POWDER ★ PURLS ★ BARS

(GRANULATED — SHREDS)

— Made with Imported Olive Oil

— Uniformly Low in Moisture-Content

— Perfectly Saponified (No Fillers)

— Good Body... High Emulsifying Power

— Remains White and Sweet Indefinitely

— No Harmful Free Alkali

— Uniform Quality... Dependable Supply

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Gentlemen: Please send samples of Laco Genuine Castile Soap in the form checked below:

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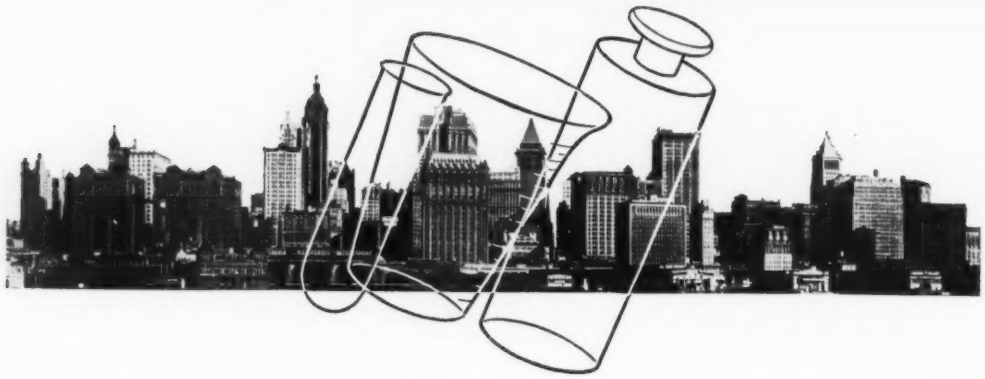

What's Happening Marketwise

THE ACTION of various raw materials which go into the manufacture of toilet preparations, cosmetics, and perfumes proved highly interesting over the past month.

An upward trend in essential oils was led by sharp advances in Italian citrus oils. Spot prices on bergamot, lemon, and orange quickly responded to the strength at the primary market. The reason for such a development was not known generally since cable advices failed to give any details. Stocks at this season of the year should be quite plentiful as new crops in Italy just have been harvested. About the only explanation given was that fresh fruit sales had been so heavy that very little remained for pressing.

While the bulk of the domestic demand for lemon is filled out of the production of California oil, it is generally believed that the sharp advances in Italian oil will not only encourage a greater use of the domestic product but may influence the price of the home product. As to bergamot, which goes into the manufacture of perfumes and various articles used by the barber supply trade, the oil is produced only in Italy and consequently some trade factors seem highly concerned over the outlook.

Price Schedules Advance

Among other developments in the market were advances in tartaric acid, lavender oil, lavandin, petitgrain and wormseed. Early in the month makers of chemical solvents announced that on April 1, new and higher price schedules would be placed into effect on acetone, methethyl ketone, and ethyl acetate.

The market as a whole appeared to be in a very sensitive position with prices on a great many items being ready to reflect any drastic changes that may come about in the political situation abroad. There is always the chance of peace being achieved and this tends to keep buyers conservative in their purchases.

Floral Oils Concern Dealers

Dealers seem highly concerned over the outlook regarding a number of floral oils. The past month brought about higher prices on lavandin and lavender because of conditions abroad. Demand for labor for the output of foodstuffs, war materials, clothing and many other articles is likely to influence production of many items since much time is required to cultivate and harvest the various flowers used for perfumery.

Mexican linaloe was more active. Substantial quantities were purchased for shipment by dealers here. The increased demand was accompanied by slight advances in prices at the source. A good portion of the material purchased eventually will find its way into channels where ho oil from Japan had been used formerly.

Spice oils developed an easier trend. Prices of clove were lowered by leading distillers due to more favorable replacement costs of the spice. Toward the close of the period, cumin suffered a decided setback. The situation in cassia was rather unsettled at times through a slightly steadier tone developed toward the close as the result of a slightly better demand. Only moderate stocks of coriander were available in this market and dealers found little difficulty in securing full prices for material.

Among miscellaneous oils, lemongrass turned easier. Some holders who had believed the market would go to over $1 per pound became anxious sellers. Quotations on citronella remained fairly steady. Little eucalyptus was available for nearby shipment from Australia. Buying on spot was fairly brisk and quotations were moved upward in view of the general uncertainty that existed.

While very little change was noted in aromatic chemicals, the market was said to be more competitive than at any time since the outbreak of hostilities abroad.

Heavy Arrivals in Gum Arabic

Sumatra benzoin and gum Arabic were easier. Consumers of the latter article were drawing on stocks which had been purchased during the final quarter of last year and because of recent heavy arrivals, importers seemed rather anxious to move material. Prices quoted for shipment from the Sudan have advanced about 10 per cent, however, and any improvement in demand is expected to bring about a complete reversal in the trend of the local market.

Advices from Madagascar indicate that the entire crop of vanilla beans has been sold. In some quarters it is said not more than twenty-five tons are available for shipment. New crop Mexican cut beans are arriving regularly and quotations are being maintained at former levels owing to the strength in Bourbon beans. South American beans are quoted at fancy prices for shipment.

Gum tragacanth shows signs of improving. Available stocks are in strong hands. Buyers seem a little more anxious to protect themselves for fear that hostilities abroad should become intensified. New crop material will not be available until the end of the year.

The trend of soap oils and fats was downward due to weakness in cottonseed and lard. Selling was keen.

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1—World and 1—Ermold semi-automatic Labeling Machines.
1—Mesh Belt Conveyor, 87' long, 18" wide, motor driven.
1—Pfaudler 500 gal. Glass Lined jack, Stainless Steel agitated Kettle, motor driven.
1—Cherry-Burrell No. 500 Viscolizer.
2—75 gal. Pfaudler Glass Lined Mixers, stainless steel Whipper type agitaters, motor driven.
1—150 gal. Copper Steam Jacketed Kettle.
2—Rotary and Centrifugal Bronze Pumps.
1—Stainless Steel Bucket with monorail.
2—300 gal. Nickel agitated jacketed Vacuum Stills.
1—U. S. Bottlers Combination #4 Filter, Filler, Pump and Motor.
1—50 gal. Nickel jacketed Kettle.
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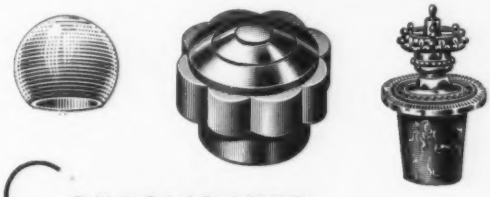

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[Continued from p. 104]

Phenylethyl Butyrate	$8.25@	$12.00
Phenylethyl Propionate	5.50@	7.00
Phenyl Formate	12.50@	18.00
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	7.90@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	8.25@	11.00
Rhodinol	7.00@	15.00
Safrol	1.00@	
Santalyl Acetate	20.00@	22.50
Skatol C. P. (oz.)	6.00@	10.00
Styralyl Acetate	6.75@	10.00
Styralyl Alcohol	10.00@	14.00
Terpinyl Acetate	.85@	1.25
Terpineal, C. P.	.26@	.40
Thymene	.45@	
Thymol	1.50@	1.70
Vanillin (clove oil)	2.60@	2.75
(guaiacol)	2.50@	2.65
Pure, crystal	2.10@	2.25
Vetivert Acetate	23.00@	28.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Surinam	.80@	.85
Angostura	2.40@	2.65
Vanilla Beans		
Mexican, whole	6.00@	6.50
Mexican, cut	5.50@	5.75
Bourbon, whole	5.75@	6.25
South American	6.00	Nom'l

SUNDRIES AND DRUGS

Acetone	.06¼@	.08¼
Almond meal	.25@	.27
Ambergris, ounce	20.00@	22.00
Balsam, Copaiba	.32@	.34
Peru	1.10@	1.15
Beeswax, white	$0.38@	$0.40
yellow	.26½@	.27½
Bismuth sub-nitrate	1.48@	1.50
Borax, crystals, carlot, ton	48.00@	58.00
Boric acid, ton	125.00@	140.00
Calamine	.18@	.20
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.09@	.10
Camphor	.85@	.90
Castoreum	15.00@	20.00
Cetyl Alcohol	.95@	1.75
Pure	1.75@	2.15
Chalk, precip.	.03½@	.06½
Cherry laurel water, din.	4.75@	5.25
Citric Acid	.21@	.21½
Civet, ounce	6.75@	8.50
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P. drums	.12½@	.15¼
Gum Arabic, white	.25@	.30
Amber	.10½@	.12
Gum Benzoin, Siam	1.50@	1.70
Sumatra	.20@	.22
Gum galbanum	.98@	1.15
Gum myrrh	.50@	.75
Henna powd.	.17@	.19
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.29@	.32
anhydrous	.30@	.33
Magnesium, Carbonate	.09@	.10¾
Stearate	.24@	.27
Musk, ounce	21.00@	28.00
Olibanum, tears	.15@	.28
siftings	.09½@	.12
Orange flower water, gal.	1.50@	
Orris root, powd.	.16@	.20
Paraffin	.06¾@	.09¼
Peroxide	1.10@	1.75
Petrolatum, white	.06¼@	.08½
Quince seed	1.20@	2.00
Rich starch	.08@	.09½
Rose leaves, red	$2.75@	$3.00
Rose water, din.	4.75@	5.00
Rosin, M. bbls.	6.92½@	
Salicylic acid	.35@	.40
Saponin	2.10@	2.75
Silicate, 40°, drums, works, 100 pounds	.80@	1.20
Soap, neutral white	.20@	.25
Sodium, Carb. 58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Spermaceti	.24@	.26
Stearate zinc	.24@	.26
Styrax	.65@	1.50
Tartaric acid	.37¾@	.38¼
Tragacanth, No. 1	2.65@	2.80
Triethanolamine	.34½@	.42
Violet flowers	1.65@	1.85
Zinc oxide, U. S. P. bbls.	.09½@	.15

OILS AND FATS

Castor No 1, tanks	.12½	Nom'l
Cocoanut, Manila Grade, tanks	.03⅛@	
Cocoanut Oil, tanks	.07⅜@	
Corn, crude, Midwest mill, tanks	.06¼@	.06⅜
Corn Oil, distilled, bbls.	.08⅝@	.08⅞
Cotton, crude, Southeast, tanks	.05⅝@	.05¾
Grease, white	.05⅛@	.05¼
Lard	.06¼@	.09½
Lard, common, No. 1 bbls.	.08⅜@	
Palm, kernel, bulk, ship	Nominal	
Palm, Niger, casks	.04⅝@	
Peanut, refined, barrels	.09⅜@	.09⅝
Red Oil, distilled, tanks	.07½@	
Stearic acid Triple pressed	.14@	.15
Saponified	.14¼@	.15¼
Tallow, acidless, barrels	.08¼@	
Tallow, N. Y. C. extra	.04¾@	
Whale oil, refined	.09⅛@	

Early American Old Spice

(Continued from p. 42) was leased in the summer of 1939, when the equipment was moved over from Manhattan. Toilet water, perfume, soap, talcum powder, and the rest of the Shulton products arrive there in bulk from their several manufacturers; Mr. Schultz continues to have his line made by the same houses that gambled on his success back in 1937. This way of doing business is a commonplace in the toiletries and cosmetics industry, although there are few houses of Shulton's size that employ others to do the manufacturing of their entire line.

HOBOKEN PLANT PRIMARILY FOR ASSEMBLY

The Hoboken plant, with equipment worth $120,000, is by and large an assembly plant, though about half of the Early American packaging is manufactured here. Mr. Schultz spends considerable time at the plant. Though renowned chiefly as a salesman, he considers himself a production man at heart and is fond of alluding to a past spent in dirty overalls over a soap kettle. To walk behind him as he inspects the assembly lines and shipping room is a lesson in superintendence. He finds a coke bottle hidden behind a bale of paper and orders it thrown away. He detects a scrap of orange skin under a crate and makes a foreman step lively to get it out. He finds a girl lifting up labels from a bed of glue with her thumbnail. He tells her at once to do it with a sharp knife and says to the forelady: "Be sure that Nelly uses the knife all the time." At the close of business in 1939 he had 821 on his factory payroll and he was pleased that 400 of them came from Hoboken relief rolls.

The New York office and the showrooms are at 630 Fifth Avenue. They beam gloriously. The Early American motif dominates the furnishings and the Early American fragrance more than dominates. It saturates. The employees say: "Stick around and you will smell Old Spicy like the rest of us." Here Mr. Schultz meets the buyers and directs the movements of the salesmen. He not only acts as his own sales manager but also does the work of treasurer of the company. His wife is the nominal vice-president and the secretary is Mrs. Teresa Tinker, who has been the boss's private secretary since the old Lightfoot, Schultz days. The shares are all owned by the family, and no dividends are paid. Mrs. Tinker shoos away the bankers, who have been willin'—ever since the success. No outside money has been put into the business, Mr. Schultz says, but the profits have been plowed back steadily.

There are people in the trade who are not impressed by Old Spice's spectacular success. They have seen too many lines come and go. They maintain that Old Spice is a novelty line with a market no more stable than the unpredictable demand for Christmas gifts and bridge prizes. They do not fancy it for a long pull. Others assert that Old Spice is protected from the vicissitudes of time by the singular nature of its appeal.

INDEX TO ADVERTISERS

Allen & Sons, Ltd., Stafford —
Allied Products, Inc. 24
Aluminum Company of America 12
Aluminum Seal Company 3
Ansbacher-Siegle Corp. 97
Aromatic Products, Inc. —
Atlantic Refining Co. 103

Bagaroff, Velizar 93
Baker & Bro., H. J. 103
Batzouroff & Co —
Bopf-Whittam Corp. —
Brass Goods Mfg. Co. 8
Bridgeport Metal Goods Mfg. Co., The 22
Bush & Co., Inc., W. J. 1-93

California Fruit Growers Exchange 10
Camilli, Albert & Lalone 2
Carr-Lowrey Glass Co. 9
Charabot & Co. Inside Back Cover
Citrus & Allied Essential Oils, Inc. —
Classified Advertisements 105
Colgate-Palmolive-Peet Co. 103
Consolidated Fruit Jar Co. 105
Consolidated Products Co., Inc. 105
Consorzia Provinciale Agrumicultura —
Cortizas Co., M. —

De Laire, Fabriques 14-15
De Pasquale, S. and G. —
Dodge & Olcott Co. 14-15
Dreyer, Inc., P. R. 101
Drury & Co., A. C. 103
Duval, Compagnie 97

Economic Machinery Co. —
Ertel Engineering Corp. 97

Felton Chem. Co., Inc. 13
Fifth Avenue Protective Association 107
Firmenich & Co., Inc. 28
Florasynth Laboratories, Inc. 11
Fritzsche Bros., Inc., Insert Between 8-9

General Drug Co. 20
Givaudan-Delawanna, Inc., Insert Between 64-65
Glass Industries 108
Glass Products Co. 103
Goldschmidt Corp., The —

Harkness & Cowing Co. 103
Helfrich Laboratories —
Helfrich Laboratories of Canada, Ltd. —
Helfrich Laboratories of N. Y., Inc. —
Horn, John 105

Interstate Color Co. —

Kep-Ark, Inc. Back Cover
Kimble Glass Co 26

Laco Products, Inc. 101
Leeben Chemical Co., Inc. —
Lueders & Co., George 2

Maryland Glass Corp. 23
Mathieu, Inc., Chas. —
Merck & Co., Inc. 63
Mero, J. and Boyveau 14-15

Naugatuck Aromatics 59
Norda Essential Oil & Chemical Co., Inc. 19
Northwestern Chemical Co., The —

Owens-Illinois Glass Co., The —
Oxzyn Sales Company —

Pappazoglu, Botu D. —
Parento, Inc., Compagnie 5
Parfumeries de Seillans, Insert Between 8-9
Parsons, N. W. 93
Pennsylvania Refining Co. 95

Revson, R. F. —
Rifa-New York, Inc. 99
Ritchie & Co., W. C. —
Robertet & Cie., P. —
Rowell Co., Inc., E. N. 4

Sanderson & Sons, W. 14-15
Schimmel & Co., Inc. 67
Seeley & Company 101
Sherwood Petroleum Company, Inc. 103
Sierra Talc Co. 103
Société des Chimique Usines Rhône Poulance —
Solo Laboratories, Inc. —
Solvay Sales Corp. —
Standard Synthetics Co. 68
Stummer, Joseph L. 103
Swindell Bros. 18

Thurston & Braidich 103
Tombarel Frères 95
Tombarel Products Corp. 95
Turner White Metal Co., Inc. 57

Ungerer & Co. Inside Front Cover and Inside Back Cover
U. S. Industrial Chemicals, Inc. 61

Van Ameringen-Haebler, Inc. 6-7
Van Dyk & Co., Inc. 105
Verley, Inc., Albert 17
Vidal-Charvet Inside Front Cover

White Metal Mfg. Co. 21
Will & Baumer Candle Co., Inc. 99
Wirz, Inc., A. H. Front Cover

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F.T.C. Cosmetic Taboos

The following check list of Federal Trade Commission cosmetic taboos is continued from the digest published in the March issue. Most of the current cases merely repeat previous prohibitions. With these additions the digest is brought down to date.

LIPSTICK AND CREME ROUGE
To cease representing that the product
1 . . . is indelible.
(Lady Frances Laboratories, Cease and Desist Order No. 3399)
1 . . . will not rub off, or can be removed only with soap and water.
2 . . . is beneficial to the skin.
3 . . . contains ingredients so pure they could be eaten.
(Kolar, Inc., "Mad Cap Rouge," Stipulation No. 02193)

COSMETICS
To cease representing that the product
1 . . . absorbs the surface skin and surface discolorations.
2 . . . removes tan, freckles, and sunburn.
3 . . . makes the skin lighter by two or more shades.
(Dearborn Supply Co., Cease and Desist Order No. 3593)

MANICURING PRODUCTS
To cease representing that the product
1 . . . is beneficial for dry or splitting nails.
2 . . . is the perfect nail food.
3 . . . is a scientific preparation which will transform irregular, broken nails into well-formed symmetrical ones.
4 . . . will make nails strong and healthy.
(Sunbeam Laboratories, "Nailife," Cease and Desist Order No. 3267)
5 . . . To cease use of the words "Olive Oil" in describing the product, implying that the value of the product as a nail polish remover is increased by the olive oil.
(The Lander Co., Inc., Stipulation No. 2260)

FACE POWDER
To cease representing that the product
1 . . . will eliminate shine or stay on from 3 to 5 hours longer than any other face powders, or for any other definite length of time.
2 . . . ends "false face" powdery look.
3 . . . causes women to look years younger.
4 . . . protects pores and delicate surface skin from the ravages of grime and soot.
5 . . . contains nothing to clog the pores of the skin.
(Lovely Lady, Inc., "Lovely Lady Face Powder," Stipulation No. 02351)
6 . . . is absolutely moisture proof and prevents caking or streaking.
(Dermetics, Inc., Stipulation No. 02363)

DEODORANTS
To cease representing that
1 . . . the results to be obtained from the use of the product are unqualified, immediate and absolute as implied by such words and phrases as "no possibility," "insure," "instantly" and "always."
(The Odo-Ro-No Co., Inc., "Odorono," Stipulation No. 02508)

MEDICINAL SOAPS AND OINTMENTS
To cease representing that the product
1 . . . will "eradicate," "prevent," "cure," or "rid" the scalp of dandruff or in any way implying that it will permanently eliminate dandruff.
2 . . . will "arrest" falling of the hair.
3 . . . assures healthful scalp conditions, keeps the hair healthy, or constitutes a complete scalp treatment.
4 . . . disinfects the scalp.
To cease representing that
1 . . . wetting of the hair is a contributing cause or is responsible for 6 out of 10 cases of baldness, or that experts are of the opinion that baldness is due to wetting of the hair.
(Packer's Tar Soap, Inc., "Scalptone," Stipulation No. 02507)

Sales of over $1,000 of StrawHat perfume from one newspaper ad

S. Kahn Sons Co., Washington, D. C., report sales of over $1000 of StrawHat perfume following a single advertisement in the Washington *News*.

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